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ABSTRACT

Following the proceedings of the training course on children's periodicals held in 1997 in Tokyo, this report contains the following articles: (1) "Children's Life and Magazines" (Jiro Saito); (2) "Periodical Picture Books to Develop Reading Skills of Children" (Tadashi Matsui); (3) "How to Produce Attractive Educational Magazines for Children" (Jacqueline Kergueno); (4) "Successful Promotion of Children's Magazines and the Roles of Supplements" (Editorial Members of Shogakukan Inc.); (5) "Digitalization of Magazine Publishing and Its Application" (Tsuyoshi Tamura and Takeo Miyake); and (6) "The Roles and Needs of Newspapers for Children and Youth" (Masatoshi Onoda). The report then addresses the present situation of periodical publishing for children in Asia and the Pacific, providing information on the following countries: Bangladesh, Bhutan, Cambodia, China, Indonesia, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Republic of Korea, Sri Lanka, Thailand, Vietnam, Fiji, and Tonga. Appendixes contain general information, a list of participants, the program schedule, a list of lecturers, and a list of secretariat members. (NKA)

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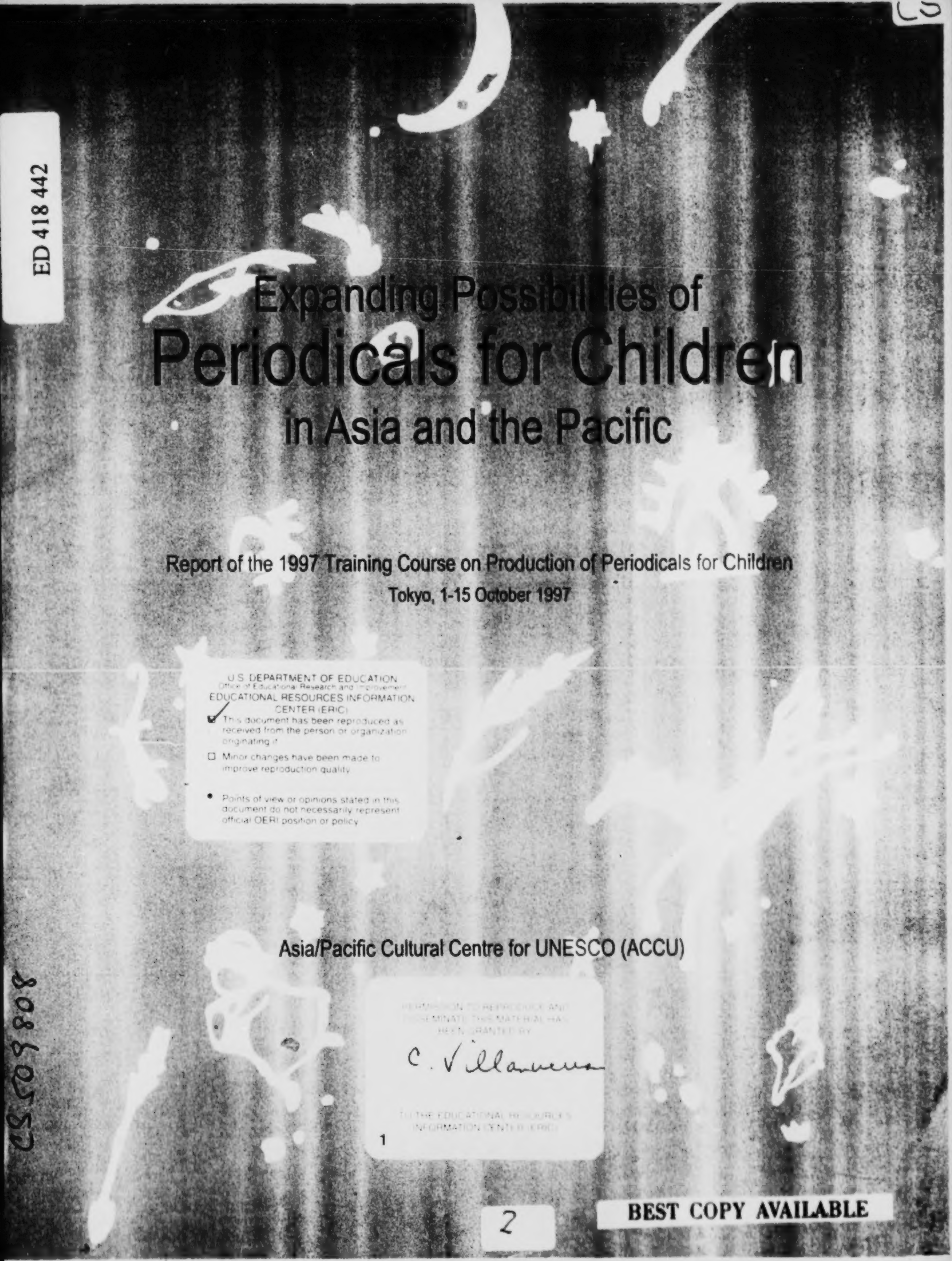

Expanding Possibilities of
Periodicals for Children
in Asia and the Pacific

Report of the 1997 Training Course on Production of Periodicals for Children

Tokyo, 1-15 October 1997

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Asia/Pacific Cultural Centre for UNESCO (ACCU)

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PREFACE

The 1997 Training Course on Production of Periodicals for Children was organized from 1 to 15 October 1997 in Tokyo by the Asia/Pacific Cultural Centre for UNESCO (ACCU) with assistance from UNESCO under APPREB (Asia-Pacific Cooperative Programme for Reading Promotion and Book Development) and with the cooperation of the Japanese National Commission for UNESCO, the Japan Book Publishers Association, the Japan Magazine Publishers Association, the Japanese Board on Books for Young People, and the Japan Foundation.

In most countries in the world today, children being driven away from reading is one of the social problems. It is therefore important to find out how to produce and provide various kinds of reading matter that capture the minds of children and help their intellectual development. Periodicals for children have played an important role in getting children accustomed to reading and in providing them with entertainment and useful information, though not much attention has been paid to them so far.

The 1997 training course successfully highlighted the needs, roles and possibilities of periodicals for children through lectures and discussions on producing high quality and attractive magazines, as well as exchange of information and experience among 22 participants from 21 countries in Asia and the Pacific, which provided a precious and informative report on the publishing situation of periodicals for children in the region.

I should like to express my deepest appreciation to the prominent experts and organizations who kindly gave lectures and provided generous support for the organization of the course. I would also like to appreciate the eager efforts of the participants who actively participated in the discussions which made the course most efficient and successful. It is my sincere hope that this report will benefit many such people who are making continuous efforts to develop periodicals and other publications for children in Asian and the Pacific region.

T. Misumi

Tetsuo Misumi
Director-General
Asia/Pacific Cultural Centre for
UNESCO

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PROCEEDINGS

Background

The 1997 Training Course on Production of Periodicals for Children in Asia and the Pacific took place from 1 - 15 October 1997 in Tokyo in cooperation with UNESCO, the Japanese National Commission for UNESCO, the Japan Book Publishers Association, the Japan Magazine Publishers Association, the Japanese Board on Books for Young People, and the Japan Foundation.

When TV and other media are increasingly capturing the attention of children these days, there is an urgent and worldwide need to develop basic reading and writing skills of children by providing them with high quality reading matter effectively and efficiently. Magazines and other kinds of periodicals for children that have formats and marketing style different from books are able to play a crucial role in promoting literacy and reading habits among children in the region. Therefore the training course aimed at highlighting the roles and possibilities of periodical publishing for children, and providing a forum for magazine publishers and the others concerned to share information and experience and to discuss practical methods to produce high quality periodicals for children.

Exchange of Information among the Participants

22 participants from 21 UNESCO Member States in Asian and the Pacific region, who are publishers or editors of magazines/papers for children as well as educators, reported on the general situation of periodical publishing in their countries. According to the participants, 17 countries out of 21 have some magazines for children at present including those published by governments and one aid agency. And it seems that in 6 countries periodical publishing for children is quite active with more than 10 publishers in this field.

As periodical publishing requires considerable monetary and human resources and continuity, quite unlike book publishing, getting enough funds is one of the biggest headaches of magazine publishers if they are not funded by governments or big parent companies. And in the case of children's magazines, publishers cannot expect much from

Children's magazines that the participants are engaged in

Visit to Shogakukan Inc., a publisher of children's magazines

advertising sales and sponsorship, which are sometimes main sources of income for general magazines for adults. Therefore it is a difficult task for them to provide children with attractive colourful magazines at affordable prices.

The participants feel that not only the lack of reading habits among children, but also the lack of awareness about the importance of publications for children in the society is also one of the obstacles they are facing. It is difficult for them to find good writers and artists to work for children's books. Also parents are not willing to pay for high quality but high priced books. In spite of all the above problems, it should be mentioned that most of the editors who participated in the course have keen concerns over how to convey morals and values to children, eliminate any discriminatory presentation, and to keep good gender balance in their magazines.

The educators from countries without any periodicals for children expressed their strong concern over the roles of children's magazines in developing children's reading skills and also practical ways to publish them.

Lectures

In order to examine the possibilities and to discuss about various issues related to publishing periodicals for children from different approaches, eminent publishers and experts from Japan and France were invited to the training course. Through lectures, they shared their experiences, effective methods and ideas with the participants.

In his introductory lecture, Mr. Jiro Saito, writer on children and education, raised the question "what do children expect from a magazine?" There has always been a contradiction between entertaining and educational elements in children's magazines as they have to appeal to both children and adults. Introducing a successful case of a comic magazine, he insisted that a publisher should listen to readers' voices very carefully and come face to face with them sincerely, as interactivity plays the most crucial role in children's magazines.

It is a worldwide problem for publishers that more and more children are being deterred from reading. Mr. Tadashi Matsui, experienced publisher of children's books, warned that even if parents can afford to provide books for their children, they won't do so if there is no reading habit in the family. He advocated the reevaluation of the power of spoken words and reading books aloud for children.

Ms. Jacqueline Kergueno has developed quality educational magazines for children at the Bayard Presse, France, as well as in many other countries conducting production teams. She explained how carefully concept and structure of a magazine should be developed on the basis of clear-cut policies and research, so that it can maintain high quality in content, illustrations and design, and help children's educational development.

The editorial members of children's magazines of Shogakukan Inc., Japan, introduced various methods to entertain children and to promote readers' active participation, such as utilizing comic strips, nurturing popular characters and running campaigns. They especially stressed that supplements, such as paper crafts that are carefully designed, will be able to fascinate children and expand the possibilities of magazines.

The science magazines of Gakken Co., Japan, have unique features of accompanying educational kits and a direct sales system for supplementing science education at schools. Their eager digitalization of the magazine production process and publishing information allows more efficiency and lower production costs as well as re-use of data for the experimental "on-line magazine" on the internet homepage.

Quite a few newspaper companies have separate papers for children or pages for children in newspapers. Children's papers require lower production costs than magazines and are able to reach children often through the distribution routes of their parent papers. The presentation of Mr. Masatoshi Onoda of Mainichi Newspapers, Japan, highlighted the crucial role of children's papers in getting children accustomed to reading and interested in social issues.

Workshop Sessions

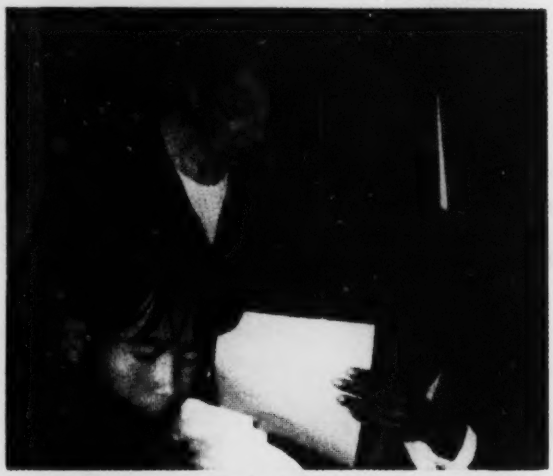
Under the guidance of Ms. Jacqueline Kergueno and the editorial members of Shogakukan Inc., the participants practiced parts of actual magazine development work in two groups.

Under the guidance of Ms. Kergueno, each participant developed a plan and a dummy of a children's magazine, following the steps in starting a new magazine. Through identifying who would be the readers and what kind of services they would like to provide through a magazine, they developed ideas and made dummies.

The group guided by the editorial members of Shogakukan Inc. focused on the use of comics and supplements in a children's magazine to interest readers. The participants worked on preparing comic stories to teach simple arithmetic as well as preparing coming notices for supplements in an amusing way.

Discussions for the Improvement of Periodical Publishing for Children

Through the above sessions, as well as



The workshop session of producing dummy magazines discussions that some of the participants had independently, many ideas and suggestions to improve periodical publishing for children came up. To conclude the training course, the participants discussed possible solutions and ideas to deal with the main problems and issues of production and promotion of periodicals for children as well as reading promotion among children. Some of them are mentioned below.

Production

There is a lack of good writers and illustrators to work for publications for children. Tapping journalists, teachers and students, carrying notices in magazines and organizing contests are suggested ways to identify new talents. Other ideas included developing DTP systems, adopting supplements, discussions with parents and readers and so on. One of the most interesting ideas was "1-piece paper magazine" that would reduce production costs and enable wider distribution. Joint production between countries was also proposed.

Promotion

For promoting a magazine, tapping different businesses and media such as TV, getting recommendations from concerned Ministries and organizing seminars for parents were suggested.

Reading Promotion

There is a need to create a network of publishers, parents, teachers and governments for reading promotion, to help children be ready to face the world. Publishers can interest children in reading by utilizing comics, organizing reading workshops and so on.

A participant discussing the importance of reading promotion

There were also some suggestions to ACCU and UNESCO. They are; to promote global awareness of reading among children and adults; to organize follow-up programmes/workshops with the same participants; to develop an effective mechanism for monitoring follow-up activities to see what participants achieved after the course.

The participants agreed that every one of them should make efforts at their work place to achieve the above goals utilizing and adopting ideas and methods introduced in the course programmes, and to exchange experience and information regularly, so that the achievements of the course will be enhanced and sustained long-term through the cooperation of the participants and organizations in the region.

Part 1

The Roles and Development of Periodicals for Children

1

Children's Life and Magazines

Jiro Saito
Writer on Children's Culture

"Useful" and "Entertaining"

What do children expect from a magazine? A copy of "Useful and Entertaining" has often been used to promote children's magazines in Japan. Entertainment is an essential factor to attract children, but a magazine with nothing but entertainment does not sell, because it is the parents who pay for it. Parents do not want to spend money just to entertain their children; they expect something useful from a children's magazine to make them more intelligent or socially appreciated. Practicality as well as entertainment was effective in persuading the general public to buy magazines, justifying the subscription fee when printed matter was rather expensive.

So, have these two elements of usefulness and entertainment actually been compatible as expected? What children really enjoy is sometimes ridiculous or trivial from the point of view of adults. On the other hand, what parents think excellent or educational is sometimes boring or preachy for children. So there is always a contradiction. If magazine publishing is your business, you should include something that appeals to parents so that they will pay for it, at the same time providing amusement for children. Of course, the ideal magazine will entertain children and appeal equally to adults. However, unfortunately, I have not found many such successful cases in the history of magazine publishing for children in Japan.

Pioneering Educational Magazine for Children

About 80 years ago, when publishing of children's magazines started in Japan, most families had little reading matter for children. The pioneers of children's magazines at that time, therefore, were not out to make a profit by publishing them, but eagerly wished to develop children's intelligence and sensibility by providing them with high quality reading materials.

One representative example of that kind of education-oriented magazine for children in early days is *Akai Tori* (Red Bird) published in 1914. This magazine founded by a famous writer carried poems and writings by children as well as contributions from other famous writers. Because of the nature of the magazine, it was eagerly welcomed by school teachers who supported the publisher's aim to enrich children's minds by providing them with quality literature and art. The magazine publisher wrote to those supportive teachers and promoted the magazine through them. Although the magazine was intended for children, it was mainly teachers who bought the magazine and read it to their pupils. That was how children's magazines started in Japan.

Although the intention to develop children's minds was highly commendable, such an educational approach alone could not capture their hearts. *Akai Tori* was dissolved at last because of financial difficulty. Reflecting upon the experience of such educational magazines, *Shonen Kurabu* (Boy's Club) was founded in

1918. It was not intended to raise the intellectual level of children to the extent that adults expect, but tried to provide what children themselves found interesting and attractive. Of course such magazines were not distributed through school teachers, but purchased by parents at bookstores.

General Interest Magazines up against the Wall

In the post-war period when militarized children's magazines were abandoned, the publishers tried to produce magazines that were attractive and interesting to children, rather than try to educate them. It does not mean that the publishers tried to serve solely children's interests, but that they tried to combine the elements of "Usefulness" and "Entertainment" into children's magazines again, resulting in a new type of magazine aimed at various school levels.

These magazines that were closely related with school curricula were successfully accepted at that time because they helped children do their homework and also amused them with stories and comics. However nowadays, this kind of grade-targeted magazine cannot enjoy such big sales, because it is actually getting difficult to cover everything in a single magazine, when the social environment around children is becoming more complicated and there are a lot of competitive media such as TV and games.

When a household can afford to buy only one magazine for children, one that can cover multiple aspects including education, knowledge, social studies and entertainment, may appeal both to parents and children, if it is successfully compiled. But when children's lives get complicated and the amount of knowledge they should have increases, more content becomes necessary for each item of information. For instance, study pages of a magazine do not help children anymore in very competitive study situations at schools. Neither do comic strips in a magazine satisfy their readers because there are many other comic books and TV programmes that are full of amusements. Children require more and more information and their concerns are broader, they are less and less satisfied with the amount of information provided by a single magazine. It is quite a hard time for general interest magazines to survive.

Another problem they are facing is gendered interests. Although magazines for children are targeted at both boys and girls, actually they have different interests and different cultures, even if they look like one "children's culture" from the perspective of adults. It is not easy to cover the interests of both boys and girls in a magazine anymore.

Listen to Children - The Case of *Shonen Jump*

Adults would like to provide the children they love with "useful" materials. But if such materials don't make children happy and excited, they won't work, and the children may even be hurt if you force them. Parents easily believe that they are right because they love their children, but this love is a risky thing that may be rough on them. If you wish to provide children with something that you think good, you have to propose it to them and ask for their opinion. Therefore, publishing especially for children should be interactive.

The most successful magazine for children in Japan is a comic magazine called *Shonen Jump* (Boys' Jump) that sells 5 million copies a week. Though I am not fully praising the magazine, the biggest reason for its incredible growth in the market is that they have carefully listened to the voice of their readers.

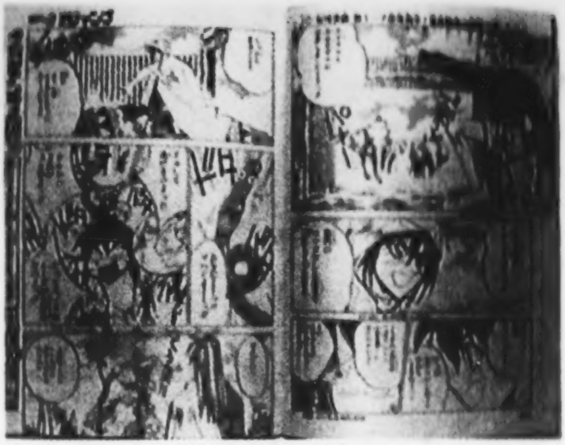
In each copy of *Shonen Jump*, a postcard is inserted, which is a questionnaire to ask readers their favourite comics carried in the magazine. By returning the cards, children can apply for bonuses. The feedback gained by these postcards is immediately reflected in the magazine. If children like a particular comic very much, it is carried for a long period of time; on the other hand, even a famous artist's work is dropped from the magazine if it gets low grades.

The postcard is utilized not only as a popularity survey of articles, but also to find out children's interests, concerns and needs, asking questions such as "which sports do you like most?" "what do you want to buy now?" "what do you think about bullying at schools?" and so on. This method, which has been employed since the foundation of Shonen Jump and is now utilized by many other competitors, was an epoch-making innovation in magazine publishing in Japan.

Children are not attracted just by the bonuses given for answering the questionnaire. It is a system that they can trust, because it directly reflects their opinions. They intuitively know that the magazine editors are seriously and eagerly trying to get their opinions, which is a nice surprise for them. Children are tired of being told what to do and ordered around by adults, what they really want is for adults to listen to them. You have to carefully listen to your readers' voice. Such an interactive system between publisher and readers is crucial for a children's magazine.

One of the biggest problems that Japanese children face is bullying at schools, which sometimes leads to the suicide of victims. The Shonen Jump has taken up this issue and carried a comic story about bullying, that tells how cruel and wrong bullying others is, from the perspective of the victims. When the magazine asked for a response to the comic from the readers, thousands of letters were received, which were compiled and published in book form.

The magazine also once carried a comic titled "Gen, the Barefoot Boy", on the atomic bomb in Hiroshima, which was highly appreciated as a masterpiece. Even though *Shonen Jump* may look like a loud and useless comic magazine just for pampering children, it has enough guts to take up such crucial and urgent issues for children when necessary.



A page spread of Shonen Jump

You should never underestimate the sense of judgment children have. Children are not attracted just by superficial entertaining elements, but by the power of a magazine that creates such entertainment.

The Power that Comics Have

The Shonen Jump holds a comic contest in which many late teens participate. The winners get awards, not only prize money, but training to be a professional comic artists. In this way the magazine is cultivating a big pool of young talent. Of course the experience and sense of judgment of elders are very important in magazine making, but you should try to have young people as editors, writers and artists because they are closer to the target readers. And in the case of comics, young talents even in their teens can start working as professionals, unlike in other media. That makes the barrier between creators and readers very low, which is, I believe, one of the reasons that comics attract children so much.

Do you think that children should only be taught good things? Comics are the medium most easily understood by children but they may also convey things that you do not like to show them, such as violence, sex and crime. I think that children should know bad things as well as good things because the world consists of both good and bad elements. Upon knowing things bad, they should be able to learn why they are wrong.

Parents and teachers do not want to tell children bad things, but a magazine can act as a supplementary medium to orthodox media between children and adults. I don't believe that telling children about crimes makes them criminals. Trust their sense of judgment, and your expression will expand. I am not saying that everything is permissible in children's magazines. You should know the positive power as well as risks inherent in comics, and try to cultivate immunity to evil and a sense of judgment in children on the basis of trust and good relationship with them.

Speak to Children Sincerely and Directly

There ARE times when you have to tell children about ethics, values, social issues and obligations that may not be welcomed by them. You will be requested to use appropriate ways to convey these ideas in an interesting manner, not preach them. But I believe that you should tell what you sincerely believe directly and straightforwardly to children.

You should not worry too much about losing your readers for saying that, because children trust adults who tell them the truth and express their sincere belief. Children are tired of adults who speak from social position and authority, saying "As parents", "As teachers" or sometimes, "Society thinks..." or "The State wants...". But you should say to children, just "I think..." on your own responsibility. The truth does not exist in such positions, but in honesty and the sincerity of the individuals who speak, I believe.

Every child gets through a period of looking for heroes that he/she can look up to and follow after. An important quality of such heroes is that they have to be found by children themselves, not sent by other adults. These heroes are often those who are looked down on by society, but for a child, they may be persons of fantastic quality no matter what society says. Children want to be independent from parents and establish their own culture.

Therefore, a children's magazine should not just repeat what parents and teachers say to them. It should provide them with different view points and thoughts from those of parents and teachers, and most importantly, you as a publisher should tell children what you yourself believe directly to their eyes and to their hearts. To do so, you have to consider how to convey your message to them in interesting and easily understandable ways.

How Should Children's Magazines be Read?

Is a children's magazine something to be read once by a child and thrown away after that? I think it is something to be circulated among several children and enjoyed over and over. By sharing and exchanging magazines, children will be able to nurture friendship and social behavior. Unfortunately, these days Japanese children are reluctant to take the trouble of lending and borrowing magazines from each other, and would rather just spend money to have copies for themselves.

As a magazine publisher, you may like each child to have a copy for her/himself. But by getting them to talk about articles, a magazine can be a tool for better communication between children. I hope magazine publishers will recognize such functions of magazines.

2

Periodical Picture Books to Develop Reading Skills of Children

Mr. Tadashi Matsui
Advisor to Fukuinkan Shoten, Publishers Inc.

The Development of Children's Picture Magazines in Japan and Fukuinkan's Monthly Picture Books

The history of picture book publication in Japan dates from the 16th century. Publishing of picture books illustrated with hand-painted wood block prints began in the 17th century, and in the 18th and the 19th century, many titles produced by ukiyoe artists were read by women and children from the merchant class.

Striking developments occurred in children's publishing with the establishment of the modern education system after the Meiji Restoration in 1868. The publishing industry was influenced by new printing technology and by the publishing culture of Europe and America. Publication of monthly picture magazines for children became very popular around the time of the First World War, and many high quality magazines and periodical picture books were published by pioneers (see Annex).

The Fukuinkan Shoten began publication of *Kodomo no Tomo* (Children's Companion), a monthly illustrated story book in 1956, aiming at fostering the habit of reading in children. These illustrated story books are in the inexpensive, easy-to-purchase paperback form. They are distributed monthly to each household on an annual subscription base, not through bookstores but mainly through kindergartens and nursery schools. Illustrated stories from this monthly series which were particularly highly acclaimed were subsequently republished in hard cover, reaching many readers.

Rather than being for children themselves to read, our picture books are designed to be read aloud by parents, teachers, librarians etc., so that children, through audio and visual stimulation may deepen their experience with language, and taste the pleasure that literature can give. The books were intended to foster children's love for literature and their desire to learn to read, thereby aiding in the development of their reading skills. They were also aimed at strengthening family life and reinforcing children's emotional security by getting parents to read aloud to their children.

What are Picture Books?

A picture book consists of illustrations and texts. With the help of these two fundamental elements, a picture book story is recreated in the mind of a child. A child, even though he/she cannot read texts, "reads" illustrations. Actually children do not just look at illustrations, but read the words in them.

When elders read texts for a child, the words he/she hears and the words he/she sees through illustrations are integrated in his/her mind, and give life to the image of the picture book recreated in his/her mind. And in his/her mind, the still pictures of the book are lively and

Annex: Major Children's Picture Magazines in Japan in the 20th Century

1914: *Kodomo no Tomo* (Children's Companion) published by Fujin no Tomo

Motoko Hani, one of Japan's first female journalists, promoted women's movement for a new lifestyle aimed at emancipation. 'Kodomo no Tomo', a picture magazine for children, was founded by her to promote progressive education in the home and to give women a concrete guide for educating their children, emphasizing the recognition of each child as a unique individual. The tone was anti-feudalistic with a strong liberal and rationalist base, most likely influenced by such progressive women thinkers as Sweden's Ellen Key. Publication ceased in 1943.

1922: *Kodomo no Kuni* (Children's World) published by Tokyo-sha

An avant-garde magazine strongly influenced by liberalism and the modern art of the post-war 1920s, The magazine gave art top priority. The high level content incorporated new trends in literature, including the creative movement to nurture children's emotions and sensitivity through literature. The quality of its illustrations was likewise superb, adopting the latest nouveau art and art deco styles then sweeping Europe, while at the same time promoting the beauty of the traditional ukiyoe style. This magazine developed appreciation for beauty in both adults and children alike, determined the direction of illustrated children's books in Japan thereafter, and nurtured many up-and-coming illustrators. It ceased publication in 1944.

1922: Shogakukan's educational magazine series

The aim of Shogakukan's educational magazine series, begun in 1922, was to support children in their adjustment to group life in kindergartens and schools and it offered pertinent information in an entertaining manner to support children's studies. Content was selected on the basis of two keywords, 'interesting' and 'useful', and was specifically designed for each age level from kindergarten to grade 6. It enjoyed a wide circulation through bookstores.

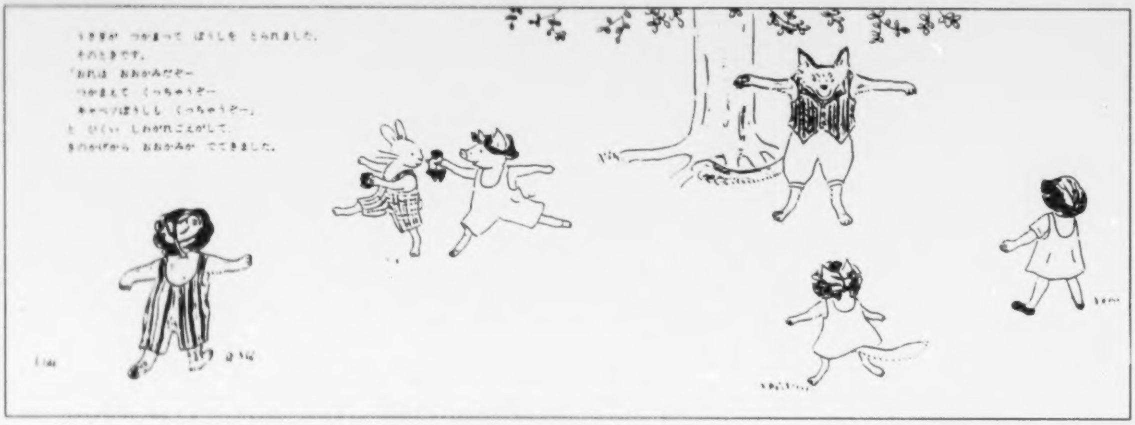
1927: *Kinderbook* by Flebel-kan

This monthly picture book was published as an educational material in response to the revision of the law concerning kindergartens by the Ministry of Education in 1926 to include the observation of nature and living creatures as part of the curriculum. Its high quality content accompanied by precise illustrations opened new territory in the field of educational picture books for preschool children. It was sold not through book stores but rather by a new and very successful marketing method. The books were directly distributed to the children through the kindergartens and nursery schools and payment was collected by the latter as part of the educational fees for each child.

This type of publishing and marketing activity meant that high quality picture books were distributed monthly to every household with children throughout Japan, creating a strong bond between child care in the home and picture books, and resulting in a dramatic increase in the awareness of their importance.

1956: *Kodomo no Tomo* (Child's Companion) published by Fukuinkan Shoten

Although the distribution of picture magazines directly related to child care was spectacular, the publication of illustrated story books that foster the habit of reading in children was inadequate. In response, Fukuinkan began publication of *Kodomo no Tomo*, a monthly illustrated story book. This publication maintained the successful monthly distribution mainly through kindergartens and nursery schools and the paperback form of the educational magazines, but the content was children's stories. This was the beginning of the present thriving picture book industry in Japan.



When an adult reads a picture book for a child, still pictures are lively moving in his/her mind. (A picture book of Fukuinkan)

moving, in a way that is almost impossible for adults to understand.

Sometimes I test picture books before their publication by asking my editors to read out texts for me while I look at the illustrations. By doing this, an experienced editor can know if texts and illustrations are relevantly matched. Illustrations are not just explanations of texts and texts are not just a complement to illustrations. The relationship of illustrations and texts in a picture book is so delicate and they have to support each other. It is not easy for any adult or child to have such a lively reading experience of picture books when he/she reads by himself.

The Importance of Reading Picture Books to Children

Listening to folk tales passed down from generation to generation through oral tradition is such a wonderful experience for a child. Words spoken by parents and other people around a child play a significant role in a child's accumulation of vocabulary, his/her growing-up and human development. In the modern world, however, such experience of spoken words is becoming poorer and poorer. Parents these days have less opportunity and ability to tell traditional folktales to their children. Therefore, it is quite important for parents, teachers and other adults to read picture books for children. Although TV makes the sounds of the human voice, it does not have the power to enrich the minds and emotions of children in the same way as words spoken directly. Being together with someone he/she loves and sharing the universe of the words with them is a great joy for a child. When I ask young fathers why they read picture books aloud for their children, they say it's because their parents read books for them when they were young, and that was such fun. These fathers are now giving the joy to their children, that they once had.

Literacy and Reading

Although literacy education is very important, that alone does not develop reading skills or reading habits. Only when a child has the capability to enter the universe of words using the ability to read letters, can he enjoy reading books. And that capability to freely enter the universe of the words is obtained only through the experience of listening to the spoken words, such as folktales and picture book stories.

Although the literacy rate in Japan is nearly 100%, only 50% of adults read books. Literacy it simply does not necessarily lead to reading. In education in Japan, many efforts have been made to put knowledge and information into the heads of children. But knowledge and information have no power to develop the minds of children if they do not understand how to use them. I believe that literacy education should be oriented to "love towards words".

For Stable Publishing Activities

When I started in the publishing business, my ideals of publishing activities were those of Iwanami and Misuzu, who consistently produced many high quality books. Wondering why that was possible for them, I decided it was because they had such a good relationship with their readers, who supported them based on strong trust in the quality of their products.

So I started visiting lots of kindergartens, nursery schools and mothers' groups to explain to them our intentions and about the good points of our publications, and asked for their understanding and support, because I was confident of the quality of the products I was making. All the books I brought with me were sold out immediately and our sales jumped. Having direct contact with readers also gave me chances to know their needs and to conduct market research. In this way, we gradually succeeded in establishing a solid and loyal readership for the Fukuinkan Shoten.

Also besides publishing a brochure on "How to Provide Picture Books for Children" for parents, I promoted reading among children through lectures and speeches, organizing seminars and writing articles.

The Roles of Editors

It is very important for an editor to directly meet readers and customers and to know their responses and what they want. An editor should not just meet the existing needs of customers, but try to dig out the hidden needs and wants of the people. Therefore he/she should be very keen and knowledgeable about the condition of the present society, in order to draw talented writers and illustrators. Motivating artists and writers to create good works for children's books is also one of the most important roles of editors.

3

How to Produce Attractive Educational Magazines for Children

Ms. Jacqueline Kergueno
International Editorial Manager,
Bayard Presse International

1. Policies for Production of Quality Educational Children's Magazines of Bayard Presse

The Bayard Presse, a catholic publishing house in France, started publishing children's magazines in 1966 with the successful launch of "Pomme d'Api (Red Apple)" that is targeted at 3-to-6 year-old children. Based on Maria Montessori's pedagogy, the magazine considered children not as mini-adults but as human beings, and intended to help them develop receptive minds and autonomy by providing them with best quality reading materials. It was followed year after year by new publications to cater for different age groups and to meet the social needs.

At present in 1997, we publish 17 magazines for children and young people from 1 to 20 years old, and they include different content such as literature, non-fiction and languages. Local versions of these titles are published in 25 countries in Europe, South America, Africa and Asia.

We have been publishing quality educational magazines for children with quality contents (texts, illustrations, photographs) and the formats (paper, printing and binding) of books, as well as the best attributes of magazines: freshness, topicality and continuity. The magazines are not entertainment-oriented but have educational objectives such as;

- to help children improve their reading skills and gain new knowledge
- to stimulate their curiosity and creativity,
- to broaden their horizons.

Being educational magazines, they are not teaching materials to be used at classrooms but are meant to be read at home. The magazines aim also at giving children pleasure and making it fun to learn, helping them to build their confidence, as well as acting as a medium to help parents and children share quality time together.

2. Some Points to be Considered in Making a Magazine

Children Deserve the Best

One of our basic assumptions is that children deserve the best quality. We are working with the best authors, illustrators and photographers worldwide to appeal better to the child's mind. It is also a way to introduce children to literature and art, and to expose them to a variety of artistic styles (unlike comics or TV cartoons, which tend to use a limited number of standardized graphic styles).

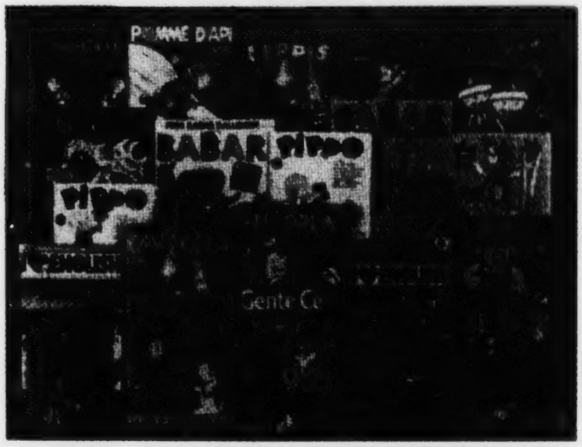
At present in France, the importance of children's books is well recognized and parents and teachers are ready to pay rather a high price for our magazines which assure the same quality as the best books offer. However, 30 years ago when we started the business, the situation was very different. We had to start by educating parents how important it is to provide the best quality publications for children. To tell them how to use the magazines, we attached a separate volume in each issue for the parents.

It was also very difficult to find good illustrators to work for us, because most of them were working in advertising. But step by step, we convinced them that providing children with top quality art work is very important. Now we are working with about 2,500 of the best illustrators and writers in the world. We have also tried to train and encourage illustrators to work for children and helped to develop illustrators' departments in art schools in France.

Stimulating Children's Interest

A magazine is not an encyclopedia which aims at giving readers as much information as possible; rather, it should be something to help children to discover the world and think about it. Our magazines try to stimulate readers' interests in the world, society and themselves, and encourage them to get more information by themselves from libraries or other sources if they are interested in magazine articles.

"Je Bouquine (I Love Reading)" is a literature magazine to introduce good literature including fiction, reportage, poetry and story lines of TV programmes and movies to young people, and to help them to keep reading. We find from research that many teenagers often stop reading because they don't know what to read. In this magazine, we utilize the method of comic strips with high quality illustrations to introduce some literary masterpieces and their authors. We encourage readers to go to a library and to read through the book by themselves. This magazine is quite successful with about 100,000 readers and is highly appreciated by teachers and librarians as a useful step towards quality reading.



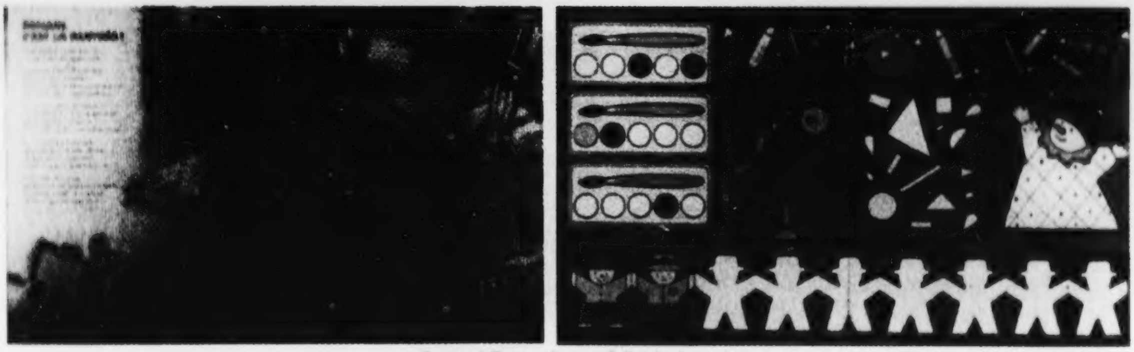
Children's magazines of Bayard Presse

Knowing Children's Psychology

In a children's magazine, there should always be a character that a child can identify with. In order to better accommodate the target-aged children, we have to know their comprehension ability, cultural background and psychological maturity. Using the same materials, presentation of texts and illustrations may be different according to the level of the target readers. Not only do the staff discuss with researchers about psychology, pedagogy, sociology and philosophy, but they are trained in teams in psychology and encouraged to meet directly target-aged children to determine if the prepared stories and materials are suitable for them.

In order to help artists communicate better with readers, we take necessary steps and time to explain and discuss with them about the articles before they produce art work for them. We have to think about the most appropriate ways of presentation according to the psychological level of the readers. This is especially important in the case of stories and poems about metaphysical issues such as love, life, death and so on. We know that even a small child is interested in and able to understand such metaphysical issues very deeply, and that good art works are able to help children to develop their spirituality.

You also have to be very careful about page layout, so that pictures are well linked with texts and other pictures, otherwise a child cannot understand the theme comfortably.



Bayard Presse's carefully designed magazine pages reflect children's psychology

Distribution

The magazines of Bayard Presse are mainly sold by subscription. A subscription helps to establish a strong relationship with the children. Also, for a child, receiving a magazine personally addressed at home is a rewarding experience.

Values and Political Correctness

We attach importance to the fundamental rights of children, love, family, education, and no discrimination according to sex or race. We are also very careful to inform and comment about the state of the world in a positive way, as children have no responsibility to share. In making a magazine for children, you have to consider how to respect values and political correctness as well as how to define the limits of expression.

The Bayard Presse has some guidelines as follows:

- to ban any form of racial or sexual discrimination and try to balance the choice of boys or girls as main characters in stories,
- to respect the sense of modesty and decency,
- to avoid anything which could offend people of different religions,
- never to glorify violence, while stopping short of making it taboo.

As for stories with "frightening" characters such as witches, monsters or giants, we think that they are part of our cultural heritage. Many psychologists or psychiatrists, such as Bruno Bettelheim, explain how important it is to help children to express and control their fears.

3. How to Start a Magazine

1) Identify Social Needs and Philosophy of the Magazine

You have to know what kind of social needs there are and identify what the magazine will offer on the basis of your philosophy. For example, when we started a magazine for 3-7-year-old children, we found that many mothers were going out to work and also that Montessori's new ideas about children's education were stirring people's interest. There was a need for something to help young parents to better educate their children at home. If you know the social needs well, a magazine to meet the needs will be well accepted.

2) Know Your Readers

You should know precisely who your readers will be, considering many aspects such as age range,psychology, cultural background, religion(s), family values, school level,reading skills,fun for them, as well as their favourite pastime, things that they are afraid of, and so on (see next page).

To get this information, we often do focus group tests and use questionnaires for parents and teachers. Having such information, a production team develops the basic lines of the magazine to interest the target group.

Starting a Magazine

I. Concept Developing

Step 1: Have a very clear objective

e.g. social needs: (France) Working parents were seen to be spending very little time with their children. This led to the production of magazines for 2-4 year olds, something to help strengthen family ties.

Step 2: Conduct a survey on your target readers to find out:

1. What age group are you targeting?
2. Where do they live?
3. What is their economic status?
4. What is their educational level ... primary/ secondary/kindergarten?
5. What is their cultural background?
6. Do they have access to books/magazines/ newspaper/TV/ràdio?
7. What are their hobbies?
8. What are they interested in?
9. What are their dreams?
10. What kind of problems do they have?
11. What kind of things make them happy/ unhappy?
12. Where do they spend most of their time?
13. Who are the most important people in their lives?
14. What are the main problems in the environment they live in?
15. Generally, how have they developed psychologically?

(One example)

- *Age target: 7-12 years old*
- *Living in urban areas/cities*
- *Economic status: middle class + lower middle class*
- *They go to public and private schools. They like comics, watching cartoons and children's TV shows. They do not really listen to radio.*
- *They like street games and playing with other kids. They like junk food and toy promotions. They hate vegetables. They do no like being forced by their parents to take afternoon naps.*
- *They talk about new video-games, arcade games, exchanging playing cards, TV programmes, other kids. They do not like teachers. They are also occasionally mystified by teenagers.*
- *Being accepted by their parents is important*

.....

Step 3: Analyze the result of the survey

Start your awareness programme by informing the sponsors of the result of your survey and how your magazine can help to address the needs. Use statistics and be influential in your approach.

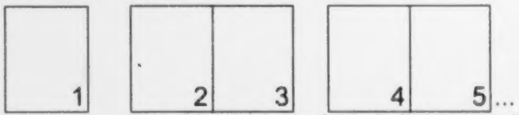
Step 4: Decide on the type of service your magazine will offer, and start planning

a. educational
b. entertainment

II. Planning

Step 1: Decide on the size and number of pages you'll need (*pages to be in multiple of 8)

Step 2: Prepare a storyboard



(odd number on right of all pages and even number on left of all pages)

Step 3: Plan a visual layout that
(1) encourages good rhythm
(2) alternates serious with less serious readings
(3) allows for edutainment

Step 4: Prepare a dummy

Give special consideration to
(1) Front cover:
- Choose a suitable title/a good baseline/and a logo.
- Make your message clear on the cover. It should stand out strongly so readers can

see it clearly.

(2) Inside portion:

- Have a logo for each different section of the magazine, e.g. comic strip, game, story, etc. /each section to have its own logo for easy reference by the readers.
- This is to be consistent in all your other publications.

(3) Back cover:

- Working as far as possible to make it a summary of the different messages you offer in the content of your magazine.

III. Promotion Strategies

1. Schools
Teachers/Parent Teachers Association/ Ministry of Education

2. Partnership
1) With other ministries/organizations
2) Business community
3) Women's/Mothers' club

3. Advertising
1) Posters
2) Newspapers
3) Displaying at fairs
4) Launching
5) Radio Broadcast
6) Television
7) Distributing catalogues

4. Promotion through the mail (letters)

In the workshop sessions, the participants practised the steps of starting a magazine from identifying readers to making dummy magazines.

Ms. Kergueno gives advice to a participant

Presentation of dummy magazines

5. Encouraging subscriptions + offering prizes

6. Organizing competitions

7. Using readers to invite new readers

8. Promoting at workshops

3) Organizing and Training a Production Team

You should have members with creativity, knowledge about children's psychology, pedagogical skills, highly cultural background and, hopefully, high artistic sense in your production team - or train them.

4) Create the Basic Structure of the Magazine

The team works on white papers to decide the structure, items included, design, pictures and many other things about the magazine, and make a dummy of it, pasting cut-outs from other published magazines.

5) Pilot Test

Then we make a pilot issue that is prepared in the same way as the real magazine, but printed out from a computer to reduce printing costs. We test the pilot issue to know if the material interests the target-aged children and if parents and teachers would support it. Repeatedly analyzing the result, we modify the pilot.

6) Preparation of the First Issue

We produce the first issue of the magazine after evaluating the results of the test pilot issue.

Planete jeunes, the first magazine for young people in French-speaking Africa

7) Planning for the Coming Issues

Each issue is prepared after careful and precise planning of the coming issues by the team, which is made on the basis of the philosophy of the project. Each person in the team has to prepare one or several items for the next issues. They could ask some help from freelance people.

8) Promotion

In the case of our magazines, we spend about 25% of the budget on promotion. It is difficult to allocate such a large amount of money when you start a magazine, but that is unavoidable if you do not have a free network to make your magazine well known. What we do is advertise 2 or 3 magazines together in a leaflet or in a newspaper, so that the promotion costs can be shared. Advertising together with books may also be possible. We often advertise our magazines in a group newspaper or in magazines for seniors and attach coupons for subscription. When sending invitation letters by mail, you have to get appropriate address lists and sometimes pay for them.

We also organize mothers who appreciate our magazines highly to work for promotion on a part-time and commission basis, which is very successful. Other methods of promotion include making partnerships with different businesses, participating in conferences and seminars for teachers and educators.

4. From the Experience of Launching a Magazine for Young People in Africa

Over the last 30 years, I have organized a lot of seminars and workshops on developing children's magazines in France as well as in other countries. While organizing a workshop in Mali in cooperation with UNESCO, Ministry of Development of France and IBBY, I talked with 30 participants from 14 French-speaking African countries and found that there was a great need for magazines for teenagers in these countries. As the participants were very interested in copublishing such a magazine, we first made a pilot issue at the workshop and later improved it. Then I contacted the Ministry of Development and Ministry of Culture of France, UNESCO, UNICEF and lots of other associations, as well as private companies who would like to invest in Africa, to get enough funds from them to make it possible to provide copies inexpensively. After successfully obtaining funds, I trained a person in each country to manage the magazine and prepared for the first issue with that small team.

As there was no such magazine in these countries, the magazine was received quite well. It also helped the local people to create a commercial network. Though I had to persuade the sponsors to keep funding, especially in the first two years, the magazine now sells 50,000 copies in 14 countries, and we are confident that there are many more readers because one copy is read by at least 15 - 20 young people.

4

Successful Promotion of Children's Magazines and the Roles of Supplements

Editorial Staff
Shogakukan Inc.

1. School-grade-wide Magazines of Shogakukan

Shogakukan has been publishing 6 magazine titles that are targeted to each elementary school grade (Grade 1-6, age 7 to 12), as well as titles for those under age 7, for about 75 years. They are distributed monthly through wholesale distributors to bookstores.

The magazines are comprised of learning and entertaining elements, and these two elements are not clearly divided but integrated as "edutainment", as the ad copy says "entertaining and useful". For example, comic stories are often combined with riddles or mazes, or children can apply for a bonus only after calculating. When talking about "learning", we do not want to limit it to school studies only but would like to include various information and facts about life as well, in a very attractive way, because we believe that something that really interests children gives power to learn and to live. Therefore entertaining and learning elements are offered in our magazines as essential information in children's life. We also try to relate the magazines to other media effectively, so that children will expand their interests and play to other areas, not just receive information the magazine gives.

Magazine Structure

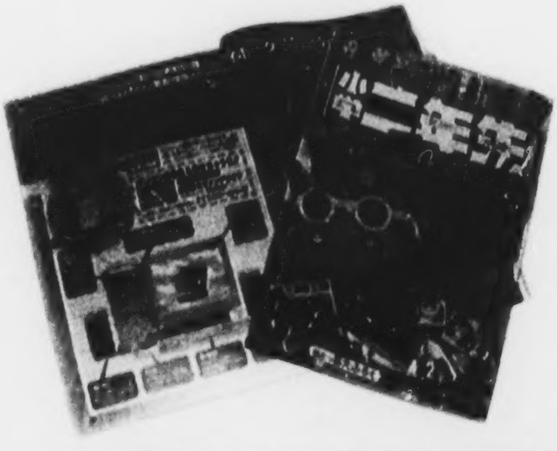
The magazines consist of the following elements: (1) learning and studies; (2) life information; (3) entertainment (such as stories and comics); (4) contributions from readers and other articles that readers participate in and (5) supplements.

In order to convey to readers that the magazine contains lots of attractive material, covers are designed to present many characters and items in a rather crowded and busy manner. Rather thick paper in several colours is used for each issue, for the same purpose.

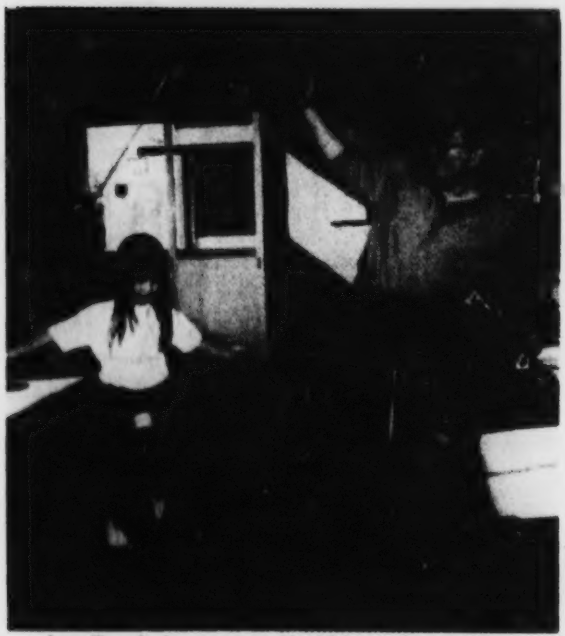
Editorial Work

Production process of a monthly issue is as follows:

(1) Planning meetings



Shogaku-2-nensei, one of Shogakukan's children's magazines



An editor playing a game with children before writing about it

(2) Preparation of a notice for forthcoming title
(3) Preparation of storyboards and pagination - much attention is paid to visualization.
(4) Collecting materials and data for articles, meetings with people concerned, and asking writers for articles
(5) Preparation of manuscripts and sending them to printers
(6) Proofreading and making corrections

Results of the questionnaire from the readers is quite important in planning. Questions include "Which article do you like most?", "What present do you want to have at Christmas?" "Do you use a PC at home?" and so on. Readers' responses to these questions are very effective in finding out what children want and in making plans based on that.

As editors of a children's magazine, we keep it in mind to respect the perspective of children. When writing on a topic, an editor should first experience and try it out by him/herself, so that he/she can visualize the topic from the child's point of view. Also in dealing with popular games and play among children, editors should play with children and then write stories. It does not mean, however, that an editor should give readers just what they want. It is quite important that each editor has a clear idea what he/she should like to convey and share with children through the magazine, such as the joy of creation.

2. Effects of Supplements

Why Supplements?

A unique point about children's magazines of Shogakukan is that each issue has several supplements. In most cases they include paper craft kits that children themselves work on, as well as stickers, separate volumes and others. Our readers are very fond of supplements according to the monthly questionnaire, and their strong support for supplements is one of the reasons for the success of our magazines. They are not just a free give-away from the publisher, but have many positive effects which worth taking the time and money.

Supplements as Information Software

Although these supplements are just made of cheap paper, children find them very valuable because the information they convey is closely related to articles and comic stories carried in the magazine. Supplements play an important part in the magazine which gives a three-dimensional image and expanse to the articles. Also it has been one of the media that always reflects and breeds children's cultural fads.

Information sometimes gives a new meaning to a piece of paper. The 'Pokemon-stamp', being very simple and cheap, succeeded in creating a new hobby, to collect a series of the stamps, and it became a great fad.

Extending Time for Readers to be with the Magazine

Compared with regular magazines, readers can spend more time with a magazine that has supplementary kits.

Educational Effects

Each paper craft is carefully designed to develop children's creativity and constructive ability by following the instructions

Readers will learn to follow the instructions, and experience the happiness of accomplishment when the kit is finished, so it will be a good craft-making material.

A Good Supplement is not only for One Generation.

It promotes communication between parents and children through making and playing with the supplement.

A good supplement will create a memory so that the readers may be motivated to buy it for their children when they become parents.

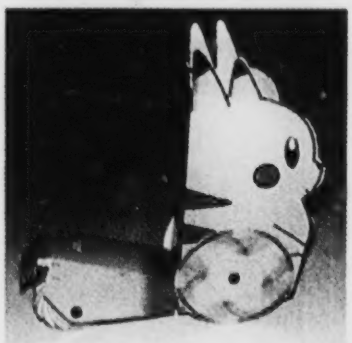
The Flow of the Supplement Production

The production of a supplementary kit requires long planning and cooperation from many affiliated people.

1) Planning: the detailed planning must be started 5 months ahead of its sales.
2) Prototype: ask a professional supplementary kit maker to make a prototype called 'white dummy'. Examine it by moving and playing.
3) Meeting: hold a presentation meeting with your manager and others. Show them how the supplementary kit works and get their approval.
4) Cost calculation: a complicated calculation will be necessary to include the cost of special appliances.
5) Preparation of manuscripts and corrections: a designer will make a layout according to the blueprint from the planner. Assemble as many times as possible before the final printing and make corrections accordingly through actually playing with it .
6) Advance notice: put its picture on the magazine a month ahead of time for advertising purposes. This is one of the reason why the production process of supplementary kits is quite fast.
7) Instructions for assembling: put in the magazine to which the supplementary kit is attached. Compile through many assembling tests so that they are easily understandable to children.
8) Aftercare: accept telephone calls from readers to help them complete the kit.

What is a Good Supplement?

- Attractive characters are utilized for the shape, movement, and meaning
- Things that are a fad or up-to-date have strong support.
- Simple and clear, answers instinctive wants and needs of children
- No similar ones are available through any other



In order to make a paper craft as a supplement, editors repeatedly examine the dummy.

media
- A dynamic and attractive one which has a big effect at advance notice
- Easy to make and hard to break
- Low cost
- High safety

Effects of supplements at advance notice
Telling the interesting things about the kit at advance notice (advertisement) motivates the readers to buy the next issue, and will have a great effect on the sales. It is one of the tasks of the editors to prepare the advance notice, on actually playing with and understanding the kit thoroughly. It is also advisable to use visual-effective pictures and layout, and to ensure that there are no similar ones available on the market.

It is not difficult to attach a supplementary kit to your magazine once you understand what the supplement is all about. There are numerous ideas for simple, low-cost supplements in different forms, with different targets and contents, as long as production cost and distribution allows. We hope that supplementary kits, one of the children's culture, will become popular throughout the world.

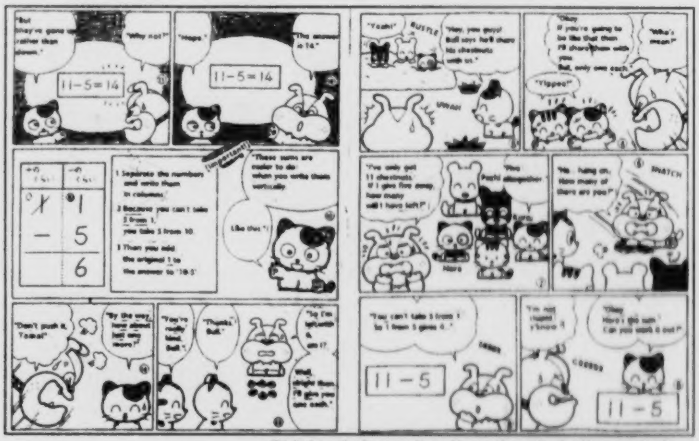
3. Fostering a Popular Magazine Character

So many popular characters were created from cartoons, TV programmes, movies, games and other media in the past. Most of them soon disappeared and not many characters stay popular for a long time like Mickey Mouse or Snoopy. Doraemon, a very popular character from our magazines, is one of the successful cases. He is a cat-shaped robot from the future and makes children's dreams come true with his super science. Born about — years ago, Doraemon became quite popular in Japan, and TV programmes, movies and many kinds of goods are produced featuring him.

Shogakukan has tried to develop him gradually so that he could be a long-life popular character, not just a flash in the pan. It is not easy to minimize booms and to keep a constant and continuous popularity for Doraemon, especially after the original creator passed away. We use various opportunities and media to keep his presence constant among children and parents and to deepen and broaden his images.

4. Campaigns and Events

Interactivity between publisher and readers is quite important in the case of children's magazines. We conduct campaigns on magazines as well as events in which readers can participate. Some of them are shown below. Featuring the magazines' popular character, Doraemon, we made special products for the campaigns, for example, a huge hot air balloon



Children's favourite characters help them study

Workshop to make enjoyable study page using comic characters

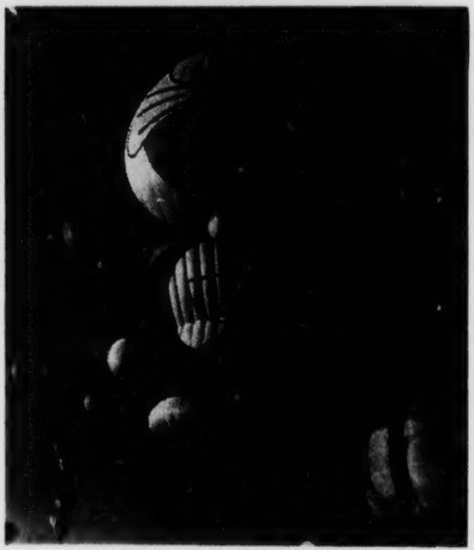
Some Examples of Doraemon Campaigns of Shogakukan

1987 Doraemon Festival for the 21st Century
(Production of a Doraemon-shaped time capsule containing works of children. It counts down days left until 2001)

Apr. Invitation of the name suggestions of the time capsule
100,000 cards received.
May "My Dream in the 21st Century" Contest children send illustrated postcards about their dreams to be realized in the 21st Century
Jun. Invitation of readers to be reporters for the space camp in US
Jul. "My Family" Photo Contest (pictures of the readers' families)
Announcement of the selected name of the capsule
Oct. Organization of the capsule closing ceremony and concert
Dec. Announcement of a Doraemon movie

1988 Doraemon Dream Balloon Festival
(Production of a huge hot air balloon shaped like Doraemon)

Apr. Invitation of nicknames for the balloon
May Production of UNICEF-sponsored postcards of the Doraemon balloon
Jun. Invitation of readers to be reporters at the camp in Colorado, US
Jul. Announcement of the selected name of the balloon
Aug. Carrying the articles on the balloon
Dec. Starting campaign for a Doraemon movie
Participation in a world balloon contest
Jan. Touring of the balloon to about 50 places all over Japan such as elementary schools, schools for handicapped, etc.



Doraemon-shaped solar balloon produced for the 1988 Campaign

1992 Doraemon Solar Festival (Production of a Doraemon-shaped solar car)

Apr. Invitation of name suggestions for the solar car
May Participation in 10 car races
-Aug. Participation and demonstration at about 10 exhibitions on ecology and low pollution cars
Aug. 93 Participation in a 3,000 km car race in Australia

in 1988 and a solar car in 1992. We carried serial articles on the scientific facts about the solar car and hot air balloon as well as on the events they participated in. Eventually, they were very popular among children all over Japan and also welcomed at various events in which they participated. The member magazines of Shogakukan made money together to cover the production cost and invited other companies to sponsor the campaigns.

Organizing such events and campaigns costs a lot, but has great effects in promoting the character, making verified articles, inviting active participation of the readers, and also in unifying editorial staff and enhancing the vitality of the magazines inside and outside of the company. Various campaigns can be possible even if you do not have such a popular character or a big budget. Campaigns can start with a small idea or a postcard from a reader, if you would like to accommodate children's dreams and to promote their participation.

5

Digitalization of Magazine Publishing and Its Application

Mr. Tsuyoshi Tamura and Mr. Takeo Miyake
Gakken Co.

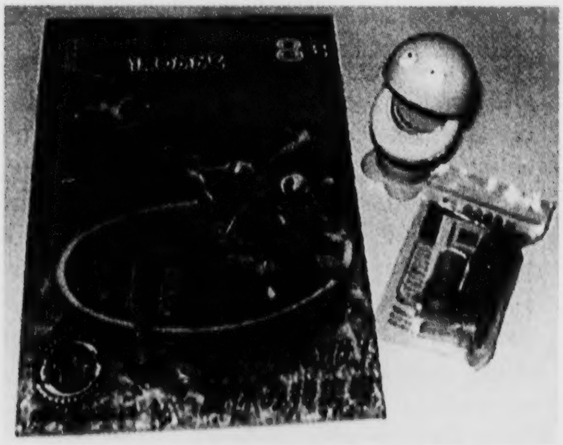
1. The Roles of *Kagaku* (Science), A Science Educational Material for Children

A Magazine as Educational Material

Kagaku (Science) consists of 6 monthly science magazines targeting children of different school grades, from 6 to 12 years old. Aimed at supplementing science education in schools, the magazines carry learning guides and other articles based on the school curriculum. The most unique point about the magazines is that they accompany supplementary science kits for experiments at home. The magazines are delivered directly to subscribers together with the supplementary kits through our own direct sales network, which allows us free planning of various kinds of materials because there are no restrictions set by distributors or bookstores.

The magazine was first published in 1963 when school supplies were quite inadequate because of material scarcity in the society. Science lessons consisted of nothing more than the teacher standing at the podium and showing an experiment to the pupils. So the idea was to provide packaged science kits so that even if pupils could not touch and handle scientific materials at school, they could do so on their own at home and thus learn through personal "hands-on" experience how interesting science is. At the time, the magazines were sold at schools as the best science educational materials, but in 1972, the present system of direct home sales was established. Sales took off in the ten years after the inception of *Kagaku* for each grade, reaching as high as 4,000,000 copies in total a month. *Kagaku* was so highly appreciated that Gakken was once called a "private Ministry of Education" in a special magazine feature.

When the science kits were first developed, the priority was, how to educate children through the kits rather than suit the needs and perceptions of children. The materials produced at that time included "Moon globe" which was developed in line with the Apollo Plan, "Warming water from the Sun's heat" kit, "Experimental ant-rearing case", "Acid-alkali experiments set", "Sunlight camera", etc.



The Kagaku magazine and science kit

As the society has become affluent, materials like magnets and thermometers for simple science experiments do not entertain present-day-children any more. The editorial policy has evolved to offer play and fun elements to the readers rather than study. As the study-oriented contents or the photos and illustrations directly connected to the subject are not welcomed by children, a cartoon style of presentation has become prevalent. The latest kits such as "Zoom video camera type telescope", "Soap bubble-making toy", "FM chat microphone", "Vacuum cleaner dinosaur" convey the flavour of today's products.

While it is important to know basic principles, in this age of rapid technological progress, it is also essential to offer the most up-to-date science. In preparing kits, we are adopting new materials such as shape memory alloys, liquid crystals, solar batteries, magnetic fluids, photochromic high molecular polymers, and so on.

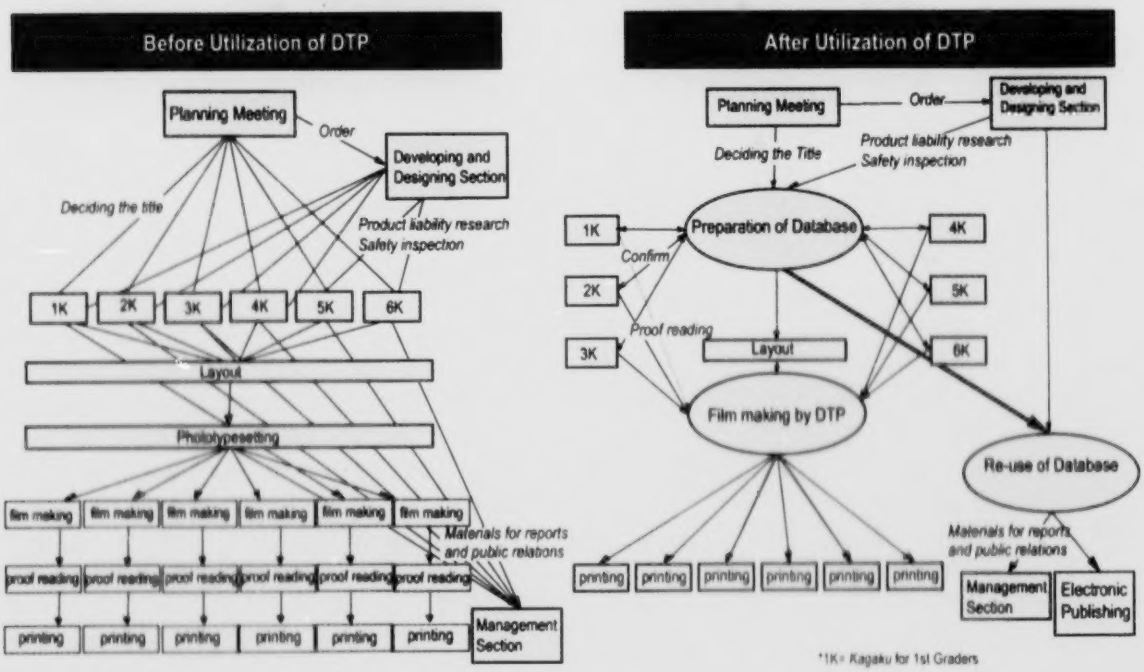
However, since the inception of *Kagaku*, the idea of paying attention to children's "why" and "how" and educating them to be creative, has never changed. In the world around us today, the need to solve problems of the global environment, energy, food supply, and others becomes ever more pressing. Furthermore, a golden age of multimedia, using the worldwide digital network and personal computers, is dawning before us. We think that it is our task to prepare individuals superbly equipped with the scientific knowledge , creativity, and analytical ability to deal with these problems, to be truly international, through providing them with good materials.

2. Digitalization of Editorial Work of *Kagaku* and Its Applications

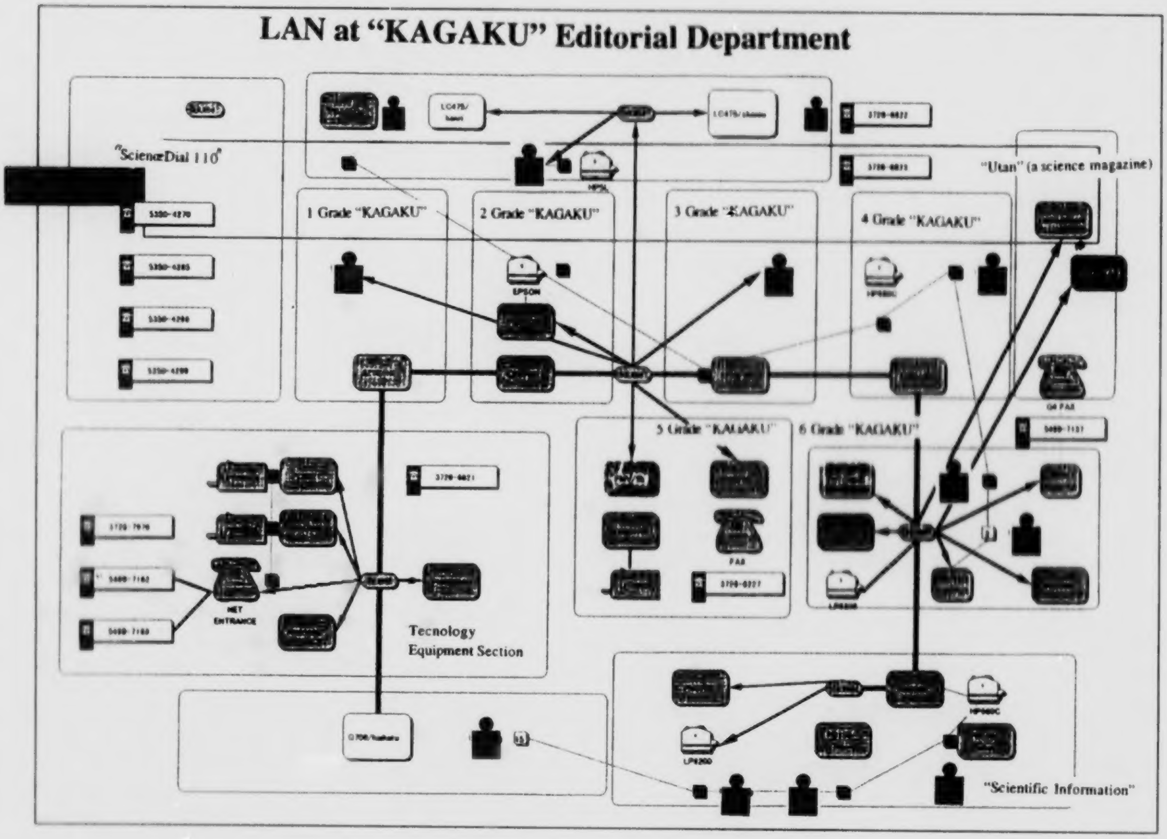
The Current Status of DTP (Desk Top Publishing) in Gakken Co.

The use of DTP in the production of *Kagaku*, initially employed only for the common material

Introduction of DTP in Producing *Kagaku* Magazines


Before Utilization of DTP
Planning Meeting
Order
Developing and Designing Section
Deciding the title
Product liability research
Safety inspection
1K
2K
3K
4K
5K
6K
Layout
Phototypesetting
film making
proof reading
printing
Materials for reports and public relations
Management Section
After Utilization of DTP
Planning Meeting
Order
Developing and Designing Section
Deciding the Title
Product liability research
Safety inspection
Preparation of Database
Confirm
Proof reading
Layout
Film making by DTP
Re-use of Database
Materials for reports and public relations
Management Section
Electronic Publishing

*1K= Kagaku for 1st Graders


LAN at "KAGAKU" Editorial Department

"ScienceDial 110"
"Utan" (a science magazine)
1 Grade "KAGAKU"
2 Grade "KAGAKU"
3 Grade "KAGAKU"
4 Grade "KAGAKU"
5 Grade "KAGAKU"
6 Grade "KAGAKU"
HP5L
EPSON
G4 FAX
FAX
NET ENTRANCE
Tecnology Equipment Section
LP8200
HP560C
"Scientific Information"

[redacted]

among the titles, has spread step by step. Over the past three years, DTP system has been employed in production of 70 percent of all titles and 100 percent of *Kagaku* for 4 to 6 graders.

The preparation of two Macintosh machines for DTP for each title is now underway. Also internal LAN within each department that connect Windows machines used for data input, colour printers, the company-wide LAN, and the BBS for receiving and sending manuscripts and other machines, has been established using ethernet.

Advantages of DTP

- The efficiency of editorial and publication processes is increased.
- Film making and other production costs are reduced.
- Editorial staff can monitor and check every stage of the production process and easily make corrections.
- Publishing data can be re-used.

Especially, use of internal LAN (local area network) has lots of advantages in increasing work efficiency as stated below.

- Printers, modems, etc., can be shared among nearby machines (ten computers use only three printers and three modems.)
- Through preparation of a data base of documents and manuscripts, information such as data on educational resources and readers' questions can be used in common.
- Receipt and transmission of manuscripts is facilitated by networking writers and film makers.
- Information is easily exchanged and shared through e-mail and electronic bulletin boards.
- As a DTP environment that accepts different types of machines is prepared, communication

among work stations becomes easier.

Problems of DTP

- Obtaining and training of staff who are capable of utilizing DTP
- Re-allocating responsibilities
- Keeping up with new technology

3. An Experiment toward the Future of DTP

As well as eagerly introducing DTP and LAN into the work process, the Gakken Co. has started experiments for future development of DTP and for the application of its data and techniques. Internet became popular in Japan two years ago and the government is planning to provide all schools with internet facilities by the year 2001. Educational materials obtained through internet are very much needed. In March 1996, we started " Gakken Science Kids" which is an experimental on-line magazine to connect children, parents, schools and education personnel with the internet.

Unlike printed magazines, on-line magazines allow up-to-the-minute speed, interactivity and searchability. Also it can be a highly international medium with links and, possibly, use of multiple languages. The data prepared for the printed magazine *Kagaku* is utilized for making the on-line magazine.

For developing on-line magazines as a business, there are some problems to be solved such as charging system, copyright issues and developing social infrastructure.

Main Features of Gakken Science Kids

• Special Features
Interactive quizzes and games about scientific facts and experiments based on the articles of *Kagaku* magazine.

• "Hyper Science - Dial 110"
Answers to frequently asked questions by children can be searched, backed by a data base of upwards of 700,000 items assembled by Gakken over many years.

A part of Gakken's internet homepage

• "All-Japan Science Information Centre"
A meeting place for schools that have home pages or are connected to the internet.

• "Wai Wai Planet"
A forum where kids all over Japan can speak freely and communicate with each other on internet.

• "All-Japan Science Sites Guide"
A nationwide data base of zoos and museums where children can enjoy science.

•"This is the Editorial Department of *Kagaku*"
A page connected to *Kagaku* magazines for 1-6 graders. Readers' correspondence, publication contents, supplements previews can be found here.

In addition, plans for a "Nationwide Children's Cooperative Acid Rain Research Project", an "Overseas Elementary School Exchange Event", and more are under preparation.

6

The Roles and Needs of Newspapers for Children and Youth

Mr. Masatoshi Onoda
Editor-in-Assistant
Mainichi Shogakusei Shimbun
The Mainichi Newspapers

Mainichi Shogakusei Shimbun, a Newspaper for Elementary School Children

Mainichi Shogakusei Shimbun (MSS), one of the best-known children's newspapers, has a circulation of approximately 350,000. It is published by Mainichi Newspapers, which publishes *Mainichi Shimbun,* Japan's oldest daily newspaper, founded 125 years ago. *Mainichi Shimbun* is delivered nationally and has a circulation of approximately 4,000,000, the third largest of the daily newspapers.

A distinctive feature of the Japanese newspaper industry is its delivery system: the newspaper is delivered by the delivery agent to each household or workplace. In the same way, *MSS* is published every morning and delivered to each household or school by the people who deliver *Mainichi Shimbun*. Elementary school pupils can, time permitting, read their paper every morning before going to school, just as their parents do.

Type of Readership

Although *MSS* is a paper for elementary school children, there is a considerable difference from age 6 to age 12 in physical and mental development and in area of study. Therefore 9 to 12-year-old children are targeted.

Affiliated newspapers such as the *Kodomo Shimbun* for under-7-year-old children and the *Chugakusei Shimbun* for junior high school students, also exist.

While elementary school pupils form the main readership, the newspaper is also often read by their parents, particularly the mother who, traditionally in Japanese society, is very deeply involved in her children's education. Some schools subscribe to and display the newspaper and also make it available in the school library. Therefore its readership is thought to be much greater than its circulation.

Basic Editorial Policies

The news media which are published by the Mainichi Newspapers are well-respected as "quality papers" and therefore, even for children, we aim to produce a high-quality newspaper. We hope to accustom children to reading newspapers from a young age, producing adults who read newspapers through our various publications aimed at various age groups.

The background to this is the social phenomenon of society's separation from newspapers and the printed word. In 1994 the Japanese Ministry of Education announced that, based on the results of a survey of 6,400 elementary, junior and senior high school students, 3rd grade elementary school students read, on average, ten books every month and that 40% of junior and senior high school students read no books at all. In comparison, the average number of comic books read by elementary and junior high school students was 10.9 and by senior high school students, 7.9. Junior and senior high school students read four times as many comic books as printed books.

The decrease in the number of people reading newspapers is also a serious problem. Looking at results of a survey on people's pastime carried out every five years targeting 90,000 people over the age of 10, and comparing the 1970 and 1990 results, we find that, in 1970, 11% of 10 to 15-year-olds read a newspaper; whereas in 1990, this figure dropped to 6%. Comparing with other age groups over the same period, it can be seen that only the number of young readers decreased:

age group	**1970**	**1990**
16 to 19-year -olds	43%	19%
20 to 29-year-olds	60%	35%
30 to 39-year-olds	67%	55%
40 to 49-year-olds	61%	66%
50 to 59-year-olds	52%	67%
60 to 69-year-olds	52%	70%

As a direct result of these findings, newspaper companies came up with a business strategy of continuity and relevancy in their various publications - to accustom children to newspapers from an early age, and through newspapers to the printed word, thereby maintaining newspapers and the media of print. While this can be seen as a business strategy for commercial enterprise, there is also a feeling of a social mission to protect the culture of the printed word.

How the Newspaper is Made

The Students' Newspapers Office, one of the sections of the Mainichi Newspapers, is comprised of three editorial departments - for *Kodomo Shimbun* for preschool children, *MSS* for elementary school children and the *Chugakusei Shimbun* for junior high school students.

The *MSS* Editorial Department consists of of the Editor, the Assistant Editor, four coverage writers and five editorial staff (including a copy-editor).

Everything from news coverage to page layout is carried out by this editorial department in exactly the same way as a regular newspaper and printed by the Printing Department of the Mainichi Newspapers. When specialist knowledge of a particular field is required, we ask a non-staff writer to produce the article, just as a regular newspaper would.

And since we are a part of the Mainichi Newspapers, we can, when required, make use of their experienced journalists and cameramen. Therefore the problem of paying a lot for manuscripts or copyright does not arise. Articles printed in *Mainichi Shimbun* may, if necessary, be rewritten to be easily understood by children and reprinted. Here too there is no problem with copyright laws.

The Kind of Articles Printed

1) Elementary Schools as the Basic Source

The elementary school supplies the basic material - various fun things happening at elementary schools are reported on, things that will hold the readers' interest and perhaps encourage them to do the same things at their schools. New lesson and school events' trials are also introduced as the newspaper is also read by elementary school teachers and parents, and such articles may help in lesson planning or home study.

A distinctive feature of Japanese newspapers which are published nationally is that they have their own independent news network. With the exception of foreign news, they do not depend on news wired by news agencies. In the same way *MSS* has its own news network. Information is gathered from school teachers by our writers. We also contact teachers' study groups and research organizations and when news of new lesson trials or trends is received, we send writers to cover the story.

2) Events that Elementary School children Participate in

Various events in which elementary school pupils, or pupils and their parents, can take part, are held and their enjoyment reported on. The article becomes a great memory for the featured student.

3) Children's Interests

Games and items, popular at home and at school and anything else of interest to elementary school students are covered.

4) News as Basic Elements

Although there are many magazines with quality paper and many colours, we, as a publisher of quality papers, are able to provide children with current news promptly by daily printing, as parents and teachers expect. Therefore articles in the regular newspaper which may be of interest to children, themes which children and parents can read and think about together, news which can be used as part of school lessons and reports of educational administration or industry trends are chosen by the Editorial Department, re-written and printed. Reporters at the *Mainichi Shimbun* are also asked to write specifically for *MSS*. In the event of major news breaking, *MSS* writers cover the story themselves. Every day a corner devoted to explaining current terms used not only by *MSS* but also in TV news or regular newspapers is included.

According to a survey conducted in August 1995, 68% of high school students who intended to go on to college read a newspaper every day, while 19% read sometimes, 8% replied two or three times a week and 5% hardly read a newspaper at all. Their reasons given for reading a newspaper indicated that students not only read newspapers for their interests or concern over articles, but also utilize them as major resources for getting knowledge and to prepare for entrance examinations.

While elementary and junior high school students do not exactly follow this trend, social or current problems increasingly come up in entrance exams for private junior high schools these days. Media such as *MSS*, where current news is printed, help these children, thereby broadening the type of readership.

5) Readers' Participation

More than anything, news or topics have to be reported from the reader's viewpoint. Elementary school students know themselves better than adults think they do. While it is naturally impossible for elementary school students to cover stories as a regular reporter on a daily basis, we are trying to increase their opportunities to participate in various aspects of newspaper-making. So we organize volunteer *MSS* writers or "correspondents" from our readers. Anyone, no matter where they live in Japan, can take part.

The Editorial Department sends out a questionnaire, asking about school life or family or local matters and the replies are collated. Writers are also asked to report on things they have enjoyed or found worthwhile at school or at home. Photographs taken by elementary school students are also used. Writers are also sometimes asked to cover a story just like real reporters. Accompanied by one of our editorial writers, they may visit a newly built museum or an event for elementary school students and write an article about this. Of course they are helped by our staff.

Readers' participation is also actively sought in the readers' column and readers' pictures, illustrations and opinions are welcomed. There is also a pen-friend column to help children make friends.

Part 2

Present Situation of Periodical Publishing for Children in Asia/Pacific

BANGLADESH

Mr. Hasnain Sabih Nayak
Executive Editor, *TOITOMBOOR*

Demographic data (in million)

No. of Children	68.31
No. of Children in urban areas	12.49
No. of Children in rural areas	55.82
No. of Literate Children	16.86
No. of Illiterate Children	51.45

a. Background

Most of the publishers or people related to children's publications do not have the background of dealing with children. So, sometimes their approach of the publication remains limited within their own imagination and they are to fulfill their responsibilities without much accountability. The first phenomenon is more frequent with the private publishers while the latter is with the govt. and semi-govt. organizations. Besides, either they do not have the experience to deal with the physical and abstract factors of the children or they ignore it deliberately.

In Toitomboor's case the Chief Adviser and the Editor were one of founder members of FULKI (Flame in English), the first children's aptitude school in Bangladesh founded back in 1976. Most of the members of Toitomboor family including the writer of this report were either its students or involved in its running or tuned with the concept.

b. Approach

From the very beginning *TOITOMBOOR* has been working with the following approaches which may be seen absent in other children's publications of the country.

b.1 Future Citizen

To infuse the idea into the reader's mind that the world is one and we are to become citizens of that world. In line with that idea, although very modestly, *TOITOMBOOR* has started a web page in the Internet for which *TOITOMBOOR* has invited *TOITOMBOOR* Online Representative (TOR) from all over the world.

b.2 Positive Outlook towards Life

To imbue the readers to lead their life with a positive outlook. The life is not a bed of roses of course, yet a person can obviously handle matters amicably only when he/she is not a pessimist. It takes a great deal of learning and training during their growth.

b.3 Goodwill among People

To learn to sympathize with the people without conflict and war between the races, religions, and countries.

b.4 Friendly to Nature

To learn about man's interaction with Nature and Environment, to learn to love animals; How we can make this world better by knowing more and more about Environment and Nature.

b.5 Beneficial for Society

To emphasize and highlight those issues and activities which will be beneficial for society.

b.6 Conducive to Human Development

To put forward the skills and qualities by which one can develop one's personal being to do things in life.

b.7 Develop readership and new writers as well

Most of the publications go for renowned and established writers who are not, most of the time, children's writers at all. Sometimes their writing does not match the objectives of the publication.

TOITOMBOOR rather goes for new and young writers who can be easily briefed with *TOITOMBOOR*'s aims and objectives. Besides, it so happened that many of the young readers are now writing different articles for *TOITOMBOOR* which

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NOTE

1. These reports are prepared by the participants for the course, not official reports of respective countries.
2. The reports are edited by ACCU.
3. At the end of each report, figures on publishing situation of periodicals for children as well as general magazines are provided by the participants. Some figures are estimated. (In these figures, 'children' means those under age 18.)

are fairly good in quality.

c. Text

c.1 An Impersonal Teaching/Advisory Attitude

Most of the publications maintain a sort of newspaper-like impersonal style in text formation and text presentation while some others present an advisory style. Most children do not like advisory style, nor they like an indirect manner.

TOITOMBOOR has been rather trying to become a Friend, Philosopher and Guide to its young readers.

c.2 Moral Values

Writing for children is not that easy as one has to always think of social and moral values, ideas, virtues and vices etc. intangible attributes while writing. The risk is very high that an article if not properly laid out can very easily misguide the children readers, as they are yet to grow judgment. Regarding item selection, sometimes some magazines do not go deep into the matter whether it will heighten the morale of the children.

c.3 Fantasy

Very few writers are there who bring the children into a world of fantasy with their writing. Sometimes they borrow foreign fantasy-plots, foreign settings which do not talk of the respective soil. So the young readers usually do not have a 'we feeling' while reading and it seems an alien writing to them.

c.4 Lucid Language

Other than a handful few writing rhymes for the children, most of the writers frequently write for adults and casually write for the children. So the very language, way of writing and the terminologies used are not 'easy to read' for the children.

d. Get up

d.1 Colorfulness

A magazine's being colorful in its overall get up seems to be directly proportional to its cost. In handling this factor, almost all the publications face the same crisis - dearth of fund.

d.2 Illustration

Illustrators for children's publications are also numbered. Since the payback from the children's publication is not very encouraging, there are not so many people concentrating on children's illustration. Children have to be able to differentiate horse from mule or ass, eagle from falcon etc. from the illustrations. But many of the illustrations do not represent or highlight the salient features or marked attributes of things properly.

d.3 Cover

Some covers are so faceless that, would not the logo and name be there, it could go for any kind of adult publication or the like.

According to some of the readers, some covers such as *TOITOMBOOR*'s are too characteristic. The children who have crossed puberty level feel ashamed to carry it as its cover bears kiddish look although they know that the magazine contains inside materials for almost all the ages.

The readers demand colorful cover which again is controlled by the cost factor.

e. Readers' Participation

e.1 Competitions

In almost all the children's publications published by private organizations usually have a number of competitions in each issue in which the winners get prizes in cash or in kinds sometimes. But in the govt. publications, competitions are rarely seen and they merely care for reader's response.

TOITOMBOOR not only arranges different types of competitions in each issue which bring out the dormant qualities in the children so far remained unexplored. Two of *TOITOMBOOR*'s unique competitions were: 1. a group competition to bring out a hand-written magazine and 2. a group competition for eradicating illiteracy among school drop-out children.

Besides, *TOITOMBOOR* has been maintaining a competition called Kathgara (Court Rails in English) where readers participate to point out the mistakes in each issue and learn the twists and turns of different languages used such as Bangla, English and so on. This is not only to encourage reader's participation, but also to teach the young readers to have the courage to admit their mistakes and errors.

e.2 Survey

TOITOMBOOR conducts a regular quarterly survey in which the young readers give their opinion

40

about the writing they liked most and the advertisement they liked most.

f. Price

f.1 Color

As color increases, the cost also increases. But all concerned desire to have children's publication with lots of colors which most of the time cannot be entertained due to fund constraint.

f.2 Sponsor

Sponsorship lessens the price of the publication to a great extent. In Bangladesh, it is very difficult to get sponsor for a page or two in a children's magazine. Rather it is easier to get an advertisement for adult magazines. Besides, scopewise children's publication has a limitation. It just cannot have any advertisement even if it will have a great financial benefit out of it.

With *TOITOMBOOR* running 6 years since its inception, it was seen that although the advertisements of tobacco companies, contraceptive companies were easily available, it was not within the scope although by now *TOITOMBOOR* has become good marketing tool as it is read by almost all members of the families.

Regarding sponsored page, *TOITOMBOOR* has pioneered educative advertisements in which stories about water, oral rehydration, environment, dental health etc. are presented which have been acclaimed by the readers.

f.3 Demand-Affordability-Price Relationship

The overall scenario of children's publication remains in a strange conflicting situation. If the demands of the buyers for a quality publication is to be met, the price goes beyond their affordability threshold. And because of the price if the sales go down, the price gets even higher making the whole thing non-viable and non-feasible.

Besides, as in the developing countries, the disparity between the urban and rural people is very high the price becomes unaffordable for the rural families. So a very big portion of the prospective target readers is left out of the publications for children.

Among the urban parents who can afford to buy books, a strange mentality has been observed. When they go to the bookshops, many of them are ready to buy voluminous novels for themselves while they very frequently start bargaining with the price or come up with the notion that publication for children should be very colorful and attractive without any price-like. As a result, as sometimes demand customizes and carves supply, some very poor quality publication for children are sold in the market which are cheap of course, not economical. So many of the parents are sometimes taking care of the price-factors but mostly not to the purpose.

The price difference between the govt. publication and private publication is quite markable. As govt. publication is subsidized, usually the price is much lower. Yet the private publication sells better as most of the govt. publications are sub-standard in terms of text, get up etc. This proves that not only price, quality also matters. Besides, the govt. publications sometimes do not care for the paper-reader relationship. Most of the time their attitude is: they just had to do it, so they did it. But for the private publishers retaining the readers is a very important objective to achieve.

g. Distribution

g.1 Subscription

Most of the children's publications have two categories of subscription : Yearly and Half-yearly. As the subscription money is received before the publication is delivered, the number of copies to be printed for subscription can be planned well ahead. Besides, the subscription money can act as a good source of financial strength.

Usually copies of magazines are sent to the subscribers through registered post which takes 7-10 days to reach different places inside and outside Bangladesh.

Regarding this, Toitomboor has arranged to send the copies to its subscribers in Dhaka and surrounding areas through courier which brought down the time to 1-2 days.

g.2 Hawkers

Magazines are distributed to the different Hawker's points in Dhaka city early in the morning and to different hawker's chains in other districts through courier. Usually the hawkers take 40% commission on the printed price. But the sales proceeding is received after not less than 2 months. So, returnwise this means is not very viable other than the display facility at different hawker's points announcing that the magazine is still in publication and circulation as well.

g.3 Off-Take

Whatever quantity is given to the hawkers, the Off-take or unsold copies returned is nearly 40%.

This is one of the reasons *TOITOMBOOR* depends very little on the hawkers as the 40% of the given quantity becomes outdated and loses the appeal by the time it is returned. It just maintains a minimum display with the hawkers, rather it utilizes its resources for making new yearly and half-yearly subscribers.

g.4 Redistribution for Further Promotion

The unsold copies are redistributed to those children who are not acquainted with *TOITOMBOOR*. This helps expanding the market and the client base as well.

g.5 Complementary Distribution for Promotion

For getting sponsor, articles and good exposure in the society, a good number of copies are distributed to a lot of key persons in different reputed organizations and institutions.

h. Marketing Techniques

h.1 Competitions

Most of the Children's publications excepting the ones published by govt. organizations arrange different competitions as marketing technique for increasing sales.

As mentioned before, *TOITOMBOOR* also maintains the same trend regarding the matter.

h.2 Subscriber's Benefit Card

Toitomboor has started issuing a Laminated Subscriber's Benefit Card with the photograph of the subscriber to its yearly subscribers. With this card, the subscribers will be entitled to get certain facilities/rebates at certain points selected by Toitomboor. Besides, when the subscription is renewed against this card, *TOITOMBOOR* will give 13 issues instead of 12 issues against regular yearly subscription.

i. Rivals or Competitors

i.1 Audio-visual Media

Publication for children mainly has to compete with TV, TV Game, Video Game, Multimedia PC etc. audio-visual media in the urban areas. Although publication has more lasting effect than TV and publications can be gone through time and again, children cannot ignore all those sound effects, comic strips, fables. But it is limiting the imagination and creativity of the children or they imagine or think only in the direction of TV serials and programs. Printed publication has got an edge over TV out of all the audio-visual media as TV is an open media and children sometimes watch programs which were not meant for them. But in printed publication items can be customized only for children and juvenile readers.

Taking this thing as a positive factor, *TOITOMBOOR* has been carving out its materials for its target readers.

i.2 School

In the urban areas, children in the affluent class remain very busy with their studies all day long. So they are sometimes reluctant or unable to look for any extra-curricular activities like reading books & publications meant for them. Most of the parents in the urban areas are too much concerned with their children's school-results. They sometimes sort of pressurize there children to become the first boy/girl in the class forgetting the truth that human qualities do not lie in or always belong to the first boy/girl in the class.

j. Govt. Cooperation

Very often the govt. fails to understand that any spending made for children's publication is a kind of investment which will be giving dividend in the long run in the days to come. Following are some of the probable means govt. can use. It must be kept in mind that govt. should not try to do it all by itself rather it should try to create a congenial atmosphere so that more people get interested to go for children's publication.

j.1 Paper at subsidized price

Regarding Children's Publication, the govt. does not have any regulation to give locally manufactured paper at a subsidized price. Or govt. can allow the children's publishers to import paper with less duty which keeps the price of the paper within reach of the publishers.

j.2 Advertisements

Govt. can encourage the state-owned enterprises to give advertisements to the children's publications or can offer some business incentive to the organizations which give advertisements to the children's publications.

j.3 State Owned Media Usage at a Rebate Rate

Govt. can encourage the state-owned Media to allow the children's publications to give advertisements at a rebate rate or govt. can share the advertisement cost with the children's publishers to a certain extent. This will act as a good incentive for the children's publishers to go for children's publication.

j.4 Reduced Postage for the Children's Publication

Govt. can instruct the postal department to take reduced postage charge from those publications which are registered as children's periodicals.

Figures

1) Periodicals for children (as of 1997)
  - Number of titles published
    magazines: 12, newspapers: nil, others: 20
  - No. of children's periodical publishers
    total: 12 (government: 4, private: 8)

**In Bangladesh almost all of the leading dailies, be it in Bangla or in English, keep a weekly section for the children or young readers. In this report this category has been included in 'other kinds of periodicals'. these papers usually dedicate 1-2 pages for this purpose.*

2) General magazine publishing (as of 1997)
  - Total number of magazines: 400
  - Number of publishers: 380

BANGLADESH

Mr. Lutfor Rahman Riton
Editor, *Chotoder Kagaz*

The Present situation in Bangladesh in publication of books and periodicals for children is not so commendable. The service of the Government in this sector is very little. Most of the works are being done by some of our children-loving persons individually and privately. Practically there is no patronage from the Government.

Bangladesh is a densely populated country having a population to the tune of 130 million. But most of them are poor and do not have sufficient food and proper education. When the family is poor, naturally the children will be poor. The children being poor are unable to have the text book and as such question of purchasing any books/magazines or periodicals or any other interested item does not arise to them. I would like to keep aside the problems of these ill-fated children and present the situation of publishing periodicals for children and problems thereof less than 13% of 130 million people of Bangladesh read dailies per day. Moreover, there are only a few news papers have circulation over 100,000 copies per day. This is the reality. Naturally the circulation of a periodical for children is much more less. Only six is the number to indicate the regularly published periodicals for children in Bangladesh. Practically no periodical has a circulation over 10,000. Most of them has a circulation in between 3,000 to 5,000.

We get a very little advertisement in periodicals for children. The number is not mentionable. Even the advertisement for chocolate, toffee, biscuit, milk etc. is being published in the papers for adult. The manufactures and distributors of these products are not interested in publishing their ads in the periodicals for children. Because, the buyers of the products are not the children, but their guardians. But the periodicals can not exist without revenue from advertisements. Even being a prominent writer for children (Have authored 40 books) and an editor of eminent periodical for children and being widely known to all shades of people, I myself get little ad for the periodical. The product owners come up with an excuse that the readers of my periodical are children and they can not buy their products, the children do not have the money. So they say, "Sorry, we can not hamper our business. So please do not disturb us". I do try to make them understand and say, the children of today will be the adults of tomorrow. So, they will be the purchaser of their products by time. By this way I try to soften their hard mind in passing over some 'ad' for my periodical. But the same procedure can not be applied all the times to any body.

It is a fact that the readers of the periodicals for children are children but only their guardians can purchase it for them and as such we have to look out for their guardians or the adult section of the people. We can not focus our two eyes only for the children. If we keep one eye to them we are to keep another eye to their guardians. Conscious guardians are very rare in our country. They do not hesitate to buy more than one of political magazines, cine-magazines, sports-magazines or crime-magazines. But for their children, they do not have the habit of purchasing a copy of periodical for children by Taka 15 (30 cents) only. This is an expenditure outside their budget. They are as interested in purchasing a pornography as disinterested in purchasing a periodical for children.

The periodicals for adults can go without being coloured and pictorial. But the periodicals for children must shine brilliantly to attract the children. As such, the cost of production becomes higher and the price has to be fixed higher resulting fall of buyers. Any other published items for children other than periodicals have the same fate of high cost. The books for children have to be illustrated nicely by drawings and colourful pictures—resulting the price at a higher level. So, in this field, the buyer is also less. In our country, the books of the most popular writer for children are not being printed for more than 5,000 copies.

There is price hike all over the world in books and magazines and as such the educating books and periodicals requires relieve subsidy from the government . But in our country, there is no subsidy for the same. For this reason, some of the guardians even being interested can not purchase the same for high cost. Moreover, there is no separate distribution system in practice in our country for magazines and periodicals for children. Through the Hawkers Association for dailies, the periodicals for children are being distributed. If we send a copy by post, it may not reach its destination. Such is the state of poor postal services in our country.

In India, the government assist and subsidize the publication of books of knowledge and the periodicals for children in any Indian language. Bangla is also a language of publications in India. Thus the price being low books/periodicals published in Bangla by Indian publishers have flooded into market of Bangladesh due to 'open market economy' being the rule of the day. The cost of a particular size of periodical/book is less in India and as such it attracts the buyers in Bangladesh and it sells like hot cakes. This has resulted a cause of concern in publication industry in Bangladesh. A guardian would be induced to buy a copy of *Anandamela* published in India at the same cost to purchase a copy of *Chhotoder Kagoj* or copy of a similar periodical published in Bangladesh. This remark has nothing to fan the anti-Indian feelings but to state the reality. If the government of Bangladesh does not come forward with a helping hand, the publication of books for children in Bangladesh will surely be at a stake in near future. We have the presence of rare talents in our country to grace the learning world of the children. The notable writers are there. The notable illustrators are there. With deep sense of loving, they are doing their job for the children. But the cost management is very difficult and it results less number of production of pictorial periodicals for children. It may be mentioned here that the reading habit of the children in our country is very good. They do want to read good books, magazines, periodicals etc. but the presence of the cheap comics of lower standard in the market of Bangladesh is drawing them apart. These comics are being published in Bangla by Indian publishers. Let me express my candid opinion on reading of these cheap comics. This is in contradiction to reading of good books and periodicals. So, I personally oppose publication of cheap comics for children.

Moreover TV, videos, sky network have been destroying good habit of reading. To take on to reading has an extra effort, which is absent persee in case of enjoying TV show. This 'idiot box' is forcing our children lazily at home and is obstructing development of a creative mind. I myself am related to TV programs. Beside composition of two TV serials for children I have composed, directed and presented a number of programs. Thereby I have marked that the children are more interested in watching TV programs than reading books, magazines or periodicals. Like other countries, politicians of our country are also not honest. The Ministers deliver talks for the cause of children but do not come forward in real works. They say, children of today are the citizens of tomorrow etc. But the children get their lectures only and not any necessary practical assistance. They say more than they work. Children are the target of their speech only.

In this connection, I recall one incident of last year in commemoration of first anniversary of publication of my periodical, *Chotoder Kagoj*. Our

Prime Minister Shikh Hasina was present as the chief guest of honour. She herself promised a lot for the cause of children of Bangladesh in the occasion. But even after lapse of one year, nothing has seen the light of the day. Thus is the working of our ministries— reflecting words, words and words but not works. They are only interested in delivering speech for development of Children. In fine, let me deliver this message that the problems of publication of books and periodicals for children in our country is very acute. Without the positive assistance and subsidy from the government, it would not be possible to publish any item for children in Bangladesh. There are several donor countries for Bangladesh in different sectors. If some of them come forward for the cause of publication of books and periodicals for children in Bangladesh, then it will be possible to keep the publication in force. What we are doing personally and privately, is insufficient to meet the demand of the children and it is really impossible to continue privately and personally to bear such huge cost of production.

I think, children of today are the citizens of the world of tomorrow. So, to make and to have a happy and prosperous world, we must develop further the publication for the children and make them easily available. To time with the world today, we must make our all out efforts for steady progress in having a beautiful world and the children are the best beauty.

Figures

1) Periodicals for children
   - Number of titles published magazines:6
   - No. of children's periodical publishers total: 6 (government: 3, private: 3)
2) General magazine publishing
   - Total number of magazines: 60
   - Number of publishers: 50

BHUTAN

Mr. Kinzang Lhendup
Curriculum Officer, English Unit
Curriculum & Professional Support Section,
Education Division

There are a few periodicals published in Bhutan. Each of those titles are very much subject oriented and are focused to its limited section of population. The frequency of distributions although scheduled and planned actually do not happen because of various unavoidable circumstances.

By the fact that each of these titles are written, edited and published by different divisions and organizations, these issues usually find their ways to the members of its own organizations and a few from outside their sector for whom it is intended. Therefore the introduction of periodicals specifically designed for children is something remaining to be ventured.

The most common features that I have observed on all these periodicals are ;

(1) not published as scheduled earlier / not meeting dateline
(2) poor quality
(3) unattractive
(4) typographical errors
(5) limited copies for distribution

Problems

1. Writing

Not many Bhutanese are writers and writing certainly is not everybody's bread & butter. Hence it is very rare and difficult to get articles written by Bhutanese. It is only with the compulsive activity enforced upon responsible individuals when we can get a desired article or write up.

2. Educating

It's always different to find an editor best suited for the purpose, based upon the requirement to get the periodical ready to be printed, there are various numbers of functions to be carried out by different editors like;

(a) acquiring editor
(b) managing editor
(c) line editor
(d) copy editor
(e) production editor & also
(f) proof readers

It's difficult to catch few people acquiring the skills to carry out all these functions. And because of lack of financial constraint it is not possible to have individual specific editor dealing in special area. Hence it takes a long time before the periodical is ready for publishing.

Besides the job of editing, there are numerous other works which further delays printing such as managing resources, illustrating, typesetting, writing indexes and bibliographical references etc.

3. Distribution

With limited resources only a limited number of copies are printed. Besides, due to poor transport facility, it takes a long time to reach to the hands of the readers. Therefore, it is quite discouraging for the publishers to know that the so much effort that they have put in is almost wasted. And what more, Bhutanese are poor readers and hence we wonder whether the periodicals that we distributed is read or not.

Kuensel!

It is the only newspaper in the country which is published and circulated every week and, about 300,000 copies are printed every time & it's owned by a corporation. It is intended for the general public. *Kuensel* is published in two languages, English and Dzongkha (our national language).

It covers a wide variety of news and advertisements. It also includes a number of literary writings such as poems, stories, jokes, quizzes, puzzles and many more. It is quite an established corporation and so even the quality of paper used is very good.

Children's Books Published and Used

Other than textbooks the education division has so far published about 45 reading materials in English and almost the double number in Dzonkha. The stories are interesting relating to Bhutanese context and illustrators are superb. But the quality of these books are very poor. Ranging from 6-15 thousand of copies are printed and circulated every year. These books needs to be sent to schools latest by the 2nd week of December so as to reach on time for the next academic session which begins on the 10th day of the 3rd month. You might now understand how difficult it is to transport from one place to another.

Figures

1) Periodicals for children (as of 1997)

- Number of titles published
  nil (many schools publish their annual school magazines)
- No. of children's periodical publishers
  few governmental organizations

2) General magazine publishing (as of 1997)

- Total number of magazines: 6
- Number of publishers: 6

CAMBODIA

Mr. Nang Ravuth
Publications Clerk
UNESCO Office in Cambodia

After the election 1993 which was organized by the UN, Cambodia has developed some of publication activities such as magazines, news letters, and bulletins (approximately 21). Most of these are made for general people, except one for children.

Many of publishers are the persons from NGO's. Some persons from private companies and a few from the ministries. But generally the ministries have no fund to raise the magazine. For example, the Ministry of Education now is concerned with textbook production and teacher guide training for primary and secondary school. This can go by the fund from European Union, UNICEF, and UNESCO. The non-formal Education Department is going to produce reading materials under the strong support from Japan. There are some magazines which have been contacted to the Asia Foundation but now the political situation is restrictive. Many articles that were carried in some magazines covered: the research on corruptions, democracy, human rights, women activities and cooperation and peace. The magazine named *Popular* is a special one in Cambodia. Its articles are on: popular personalities, news, environment, children's rights, sentimental story, health, culture, religion, tourism, science, etc.

Mom and Mab the Only Magazine for Children in Cambodia

Redd Barna (Save the Children Norway) assist the Ministry of Education to improve primary education in Cambodia.The project is to distribute *Mom and Mab* to the children in the Redd Barna-supported school clusters, and to children targeted in the health and community development projects. *Mom and Mab* is also sold to other organizations. So far the magazine has been used in schools, libraries, day-care-centers, youth groups and pediatric clinics.

Established in 1995, *Mom and Mab* is a quarterly magazine for children between the age of seven and eleven. Its stories, cartoons, puzzles, and riddles are educational and entertaining, focusing on Cambodian tradition and values. The primary objective of the magazine is literacy, to reinforce the capacity of reading and to develop the taste for reading among children. Secondly, the contents of the magazine are a source of valuable information for children. The puzzles and riddles stimulate observation and cultivate curiosity. The more factual section, "I Would Like to Know" and the "Science Page" give ideas and further knowledge and comprehension about a number of topics, ranging from mosquito bites and dinosaurs to how to make a kite.

All cartoons and tales in *Mom and Mab* have an educational message or a moral, dealing with subjects such as tradition, environment, and human relations.

"Grandparent stories" as well as the tales and fables, take the reader back in time, in order to enhance the awareness about Cambodian customs and culture, traditional values and attitudes.

"Children from different countries" is another section, which gives readers a glimpse of other parts of the world through little stories by children from abroad.

Since its beginning the magazine project has been funded by Norwegian secondary schools students through the unique Operation Day's work. However, in order to reach more children and to secure the sustainability of the project, *Mom and Mab* intends to operate independently from Redd Barna within a few years.

Figures

1) Periodicals for children
   - Number of titles published magazine: 1
   - No. of children's periodical publishers NG0:1
2) General magazine publishing
   - Total number of magazines: 21
   - Number of publishers: 20

CHINA

Mr. Miao Wei
Art Editor
China Juvenile & Children Publishing

There are 3 hundred million children in China. Even some of them do not have enough money to attend school in some areas, great majority of children are in good circumstances and receiving good education. Especially those living in cities are enjoying the best living and educational conditions under the present economy circumstances in China.

Chinese people have been influenced deeply by the philosophy mind of Ru for thousands of years, that made them attach importance to courtesy and education. They paid much attention to education and hope their sons and daughters may study and gain much knowledge and skills so that they can be remarkable talents in the future. So today in China, young parents pay lots of money and energy to educate their children. This is the reason why books and periodicals for children have such a large market in China. Periodicals that have substantial content, much information and amusement, and fresh and original design are warmly welcomed by children and their parents.

The China government has set up professional publishing houses in every province to produce books and periodicals for children. Representative ones are: China Children Publishing House, Jiangsu Children Publishing House and Zhejiang Children Publishing House etc. Above mentioned publishing houses publish most of books and periodicals for children in China. Each of them gains over one hundred million yuan (RMB) as business volume a year. Generally, several periodicals are published at the same time in those publishing houses. Each periodical has its own independent editorial staff. Some periodicals have a history over 40 years and their readership consists of 2-3 generation. The total figure of books they have published reaches millions.

But lately, the economy reform led intense competitions in the market of periodicals for children in China. More and more new periodicals are produced and the position of periodicals are pounded continuously. The publishing amount of some periodicals has fallen and the falling range may be 50% at the most. Facing this situation and to urge readers to stay on, periodicals have improved their work one after another. They set up more fresh and fashionable columns instead of old ones, improved decoration styles and readjust prices. They worked hard in making their own characteristic so that they could keep or even extend the publishing volume.

At present, the periodicals for children in China have substantial content in all. Those periodicals are classified by age groups: for babies, toddlers, preschool children, primary school students, junior middle school students, senior middle school students. They include *Baby Pictorial, Toddler pictorial, Little Friend, China Children, Middle School Student, Overspeed Storm* and so on. The age ranges of the readers of these pictorials are clear. The main methods in editing these pictorials are: 1. investigate readers; 2. ask professors, experienced artists and editors of every column to analyze the result and discuss about it. After the columns and the subject matters are generally determined, the editors will demonstrate it further with the decoration designers and printing workers, and publishing workers. Then they decide on the columns and contributions finally. At the same time, the decoration design, ways of binding and printing, and even the price is determined. Because the national income of China is falling behind the developed countries, books and periodicals in China are also cheaper. But cheaper price always leads to low quality of paper and printing. So in China, the paper and the printing of periodicals for children are not good enough.

Next, I will introduce a comic magazine named *Overspeed Storm*, which was founded by myself. Its readership mainly consists of high grade students in primary school and in junior middle school. There are about 15 periodicals with similar nature as *Overspeed Storm*. Their standards are 1/16K, 48-64 pages. Most of the contents are created by young caricature artists. And some of the columns introduce the works of caricature artists of foreign countries. The number of copies printed is 30,000-50,000. Each copy sells 5-6 yuan (RMB), means $0.7-$0.8.

Analyzing and studying those comic periodicals in Chinese market, we thought it is the time to publish one with more pages, large pictures, better paper and printing, because it can meet the needs of present readers. More expensive price should be accepted, too. So we invited the most popular caricature artists, the designer with fresh and original ideas. We selected high quality paper and printing factory. We publicized in newspaper and on TV. And at last, we published the periodical. The feedback told us that the readers had accepted it including its price. ($2 a copy). As soon as *Overspeed Storm* appeared on the market, it called other comics periodicals' attention. While *Overspeed Storm* stepped further on the market, other periodicals imitated its design style one after another, increasing pages and raising price. It improved the general level of Chinese comics periodicals. From this we can learn that Chinese readers' consuming level is rising continuously, and that they will choose the high quality ones even if they are more expensive.

But how to lead readers pay more money to buy a real worthy periodical is a important problem to be faced with. There is a not good convention in Chinese publishing circles. Large-scale advertisements for books and periodicals are rare. Readers have little knowledge about most periodicals. So it is hard for them to choose one. And they are even harder to exchange on strike a responsive chord with the periodicals. It is well known that only after readers really like a periodical, they subscribe it for a long time. The reasons above make the publishing volume increase slowly, or even go down. On the other hand, there are also some important reasons affecting the development of Chinese periodicals, such as the columns with no fresh idea, no good written and picture works, poor quality printing work, etc. At the same time, many editors of children's periodicals have problems such as old-fashioned knowledge, lack of knowledge about children's mentality, and no sense to new things.

In my opinion, there are the following needs for the development of periodicals for children in China:

1. To make very scientific investigation and study about children periodicals market. Editing and publishing work ought to meet with the request of market.
2. To take part in the exchange activities in the world. Broadening visions and thought and increasing the speed of information spreading. Only by doing this, periodicals for children in China can catch up with the development of those in advanced countries. It may need support from UNESCO.
3. The level of the editors needs to be improved. They ought to study children's mentality and to learn how to edit the column welcomed by children.
4. Each periodical should train or invite excellent creative persons to write and illustrate for it. Only high quality works can be the soul of a periodical.
5. The payment for an article or a picture should be increased. At present, the payment of Chinese children periodicals is much lower than that of

advanced countries. This condition makes lots of good artists lose their interest in periodicals for children. Only much higher payment will attract the attention of good authors.

6. Use more advanced ways of production, especially in designing, plate making, and printing.
7. Establishing our own publishing network and promoting periodicals more widely by all kinds of ways. At the same time, arouse the enthusiasm of salespersons. I think that only after solving the above problems periodicals for children in China can come into a new stage, and reach a higher level.

Figures

1) Periodicals for children (as of 1997)
   - Number of titles published
     magazines:110, newspapers:50, year books:40
   - No. of children's periodical publishers
     total: 29 (government: 29)
2) General magazine publishing (as of 1997)
   - Total number of magazines: 800
   - Number of publishers: 565

INDONESIA

Mr. A. Eko Praptanto
Journalist and Editor, *Bobo Magazine*

Bobo, Bridge and Hi Hi Ha Ha

Each time we (*Bobo*'s reporter) meet or interview someone, this conversation always appeared.

"Excuse me, Mister/Madame, I'm from *Bobo Magazine*!"

"Haa? *Bobo*? Hihihi, are you really *Bobo*? Children magazine that I've read when I was a child?"

"Exactly!"

"Ha ha ha! *Bobo* interview me? Are you kidding?"

"Of course not!"

"Okay! Okay! So, hi hi hi, what can hi hi hi I do hi ha for you, big guy!"

Although after interviewed he/she was surprised and more serious, we always "understand" that "critical" situation. People think that child's magazine business is not a serious problem. Similar to their thought about children: it is only the miniature of human, or uncompleted human.

Bobo, from "ba bi bu" to Technobobo

1. A "ba bi bu"

This is a history of *Bobo* magazine, the serious business, and of course the serious story. *Bobo* magazine born in April, 14, 1973. (I was one of Bobo's readers too!). The first published of *Bobo* contained 16 pages. Even there was black and white pages, most of pages were colour (*Bobo* is the first children magazine with colouring pages!). There was no article in "baby" *Bobo*. The contains were comics, short story, colouring, puzzle and playing with alphabets. So, I also called "baby" *Bobo* was the "ba bi bu" magazine. "Ba bi bu" in English, is "ga ga ga", the baby talk. At that time, *Bobo* had 50,000 copies each week!

The founding mother of *Bobo* had a motto: learning and playing, learning by playing. They think that Indonesian children need "a friend" who could give "something" useful but entertain. In that time, they specialized this ages: 5 to 12!

The name of "*Bobo*" took by Dutch magazine. They sell its royalty. *Bobo* also the name of a little rabbit, male, that's very smart and clever in Bobo and his Family's comics. Bobo's comic always appeared in *Bobo* magazine until now.

2. 1980's Era

In 1980's era, there was a phenomenon. *Bobo* magazine's friends, *Kuncung* magazine, *Tomtom*, *Siswa*, and several others were collapse one by one, with many kinds of problems. So, in that decade, *Bobo* lived "lonely". *Bobo* had 150,000 copies each week.

3. Technobobo

Open the 1990's era, *Bobo* change a lot of subject. There was also reportage, sci-tech, profile, and tips for children. According the management (that count the success from profit-non profit matter), this is the "success era" for *Bobo*. At that time, specially in 1991, we sold 300,000 copies each week.

But after that, there was a lot of problem. Since 1991, Indonesia have commercial TV station. And in 1995, there was a "tv boom". This is the extraordinary new baby sitter for Indonesian children. Also, CD-rom, CD-interactive had smashed child's market.

How about children magazine market? Yeah, in this year, I do not know, many businesspersons realized that child's market was the potential market, of course, some of them invested their money to this kind of business. So, there were Fantasi's Tabloid, *Korcil, Bona's Tabloid, Putra Mentari's Magazine, Aku Anak Saleh* magazine, *Tablo's Tabloid, Hoplaa's Tabloid et cetera.* Most of them published by the "Big Publisher" that also published the daily newspapers.

Now, although *Bobo* still leads the market (250,000 copies), we have a lot of "friends" (the management called them "the competitor") In this era, we call our magazine, the technobobo, because we have to apply the technology for our magazine.

Sailor Moon Era

Kamen Rider (1 year ago), *Dora Emon, Power Ranger*, and now *Sailor Moon R* had smashed Indonesian children. Some researcher report that 32 million of Indonesian children very depend on television. And most of parents let them watch television for a long time. I interviewed 50 parents in random class. Most of them (32%) let their kid watch tv after they do their homework, and most of their kid (35%) watches TV from 4 p.m. until 6 p.m. Twenty percent, from 4 p.m until 8 p.m. Sadly they also love the sinetron (soap opera) at the prime time program!

How about a children book?

This is the comment of some expert about child's book in Indonesia.

"There are always a preface and several 'Kata Sambutan' (foreword) from a government in Indonesia's children books, that is not necessary," said Annie-Keuper Makkink, Dutch children's book writer.

"Most of children's books in Indonesia are very moralized. The character have to be 'good person' and never doing a bad thing, loyal, etc. This is very cliché!" added Dr. Riris K. Sarumpaet, Ph.D.

"Publish children's book in Indonesia? Oh, there is no benefit!. The Government tax is very expensive, and our children don't like reading a book!" said one of Marketing Manager of "X" publisher.

With that comment, I think we already have a panorama of children's book in Indonesia.

A Bridge, not only haha hihi

"TV is our new enemy!" said the management. "They eat our 'advertising cake'!"

"My son is very sarcastic now! And he had no politeness attitude!" said a friend of mine.

"After school, my son always go to his video-game! And we can't stop him!" Said another parent!

"Indonesian's schools, from kindergarten, to high schools, especially in the elementary school, are still directing the greater part of their attention to the task of teaching obedience, and do very little or nothing at all to stimulate and guide our students to become creative individuals!" said Mochtar Buchori, the writer. "Some schools and some teachers even spurn students with creative minds."

"Indonesian young parents are very specific human!" said the expert. "They only know the subject of their daylife work. They do not know how to educate their children to face the modern situation. They only copy what their parent did to them when they were a child!"

"Indonesian students are under stress now!" said Dudy Hidayat, a researcher. "They have a lot of 'mata pelajaran'(items of lesson), a lot of homework, task, extra lesson, et cetera. So, they have no time to read others!"

That crucial situation tells us something: there are many gaps in Indonesia: children versus parents, traditional education versus modern education, and Audio-visual media versus us!

So, in our opinion, this situation needs something: a bridge! After a long talk, we decide to building that kind of bridge. For example, we make a relationship with commercial tv, parents, school and some company that have the children's product.

As we already know, child's magazine business is very serious and difficult business! So, we are not in "ha ha hi hi" business area!

Edutainment magazine

We still apply the motto of our founding mother. Learning and playing, learning by playing. In modern language, this is a kind of edutainment magazine.

Bobo has 15 rubric. There are:

1) Comics strips
2) Short stories and legends: Each week, there are at least 3 short stories and legends. The stories come from free-lance writers. The stories must have a moral but not moralized.
3) Bobosiana: This is the editorial of Bobo.

4) How are you, Bo?: This is the letters from the readers. They can ask, express their angry about their daylife, make a critic, etc.
5) Test Your Imagination: One reader gives a problem, and other readers (in a couple of week), have to answer it seriously or not. For example: "If all of ants in the world become a lion, what's going on?"
6) You Have to Know: This is a brief reportage.
7) Knowledge: Actual knowledge: technology, science, environment, etc.
8) Reportage: Long and deep reportage.
9) My Favourite Book: Readers write a short report about their favourite book.
10) Profile: Interview with celebrities, expert, good students, etc.
11) Our pages: This is their pages. They could write a very short story, poem, humour, or painting.
12) Ensiklobobo: They can ask anything. Ensiklobobo is abbreviation of Bobo's Ensiclopedy.
13) Our TV Station: Article about the most favourite tv program each week.
14) Puzzle
15) Our English Page

We are still Searching the "Children Language"!

Dr. Riris K. Toha Sarumpaet, Indonesian children's book expert said to us, "You all have a difficult problem for publishing the children magazine. You will get older and older, but you have to talk and write in 'child's language'! I think this is very, very difficult for you. So, you have only one solution, I think, you have to be a child when you are writing. And of course, you have to searching that kind of language!"

Yes, this is the serious problem for us. "To be a child", "write as a child talking'. So, every week, each of Bobo' reporters has to go to school, children playing area and other places just to talk and hear them!

In the other time, each 3 month, we recharge ourselves by inviting the children's expert.

At least, we continue our experiments and our searching in writing as a child.

Seminars: The Answer for Parents

Thank's God that until now, parents trust Bobo. They trust that Bobo magazine is still "safe" for their child. (Many magazine/tabloid in Indonesia that very audio-visual minded). So, to make parents feel more safely, we organize many seminar each year. In this seminar, we invite the children's expert so that parents can ask anything they do not know about their children.

Bonus: Magazine is also a Toy

Bonus is also important for selling Bobo. Each month we give a bonus. For example, we give pencils, sticker, hero's card, short story bulletin, etc. When we give a bonus, the sales always increase about 20,000 - 30,000 copies. Bonuses always answer the demands of readers who do not like reading the article. (In Indonesia there are a little bit reader that buys a magazine just for prestige. "I also have this magazine!") We think that magazine is also a toy.

How to Distribute *Bobo*

Our "Big Mother" is PT Gramedia, the publisher that publish *Kompas Daily* newspaper (they said it is the biggest paper in Indonesia), *Surya Daily, Banjarmasin Post Daily, Sriwijaya Post Daily* and about 10 other daily newspaper. PT Gramedia also have 10 magazines. For distributing our newspapers and magazines, we have a network agency in every big town in Indonesia (Jakarta, Bandung, Palembang, Medan, Surabaya, Balikpapan and Ujung Pandang). Each agency has a lot of sub-agency that devise in many branch sub-agencies. This is the first way of Bobo's distribution. We also make presentations in schools each year so that the students can subscribe *Bobo* through their schools.

This is another situation. When we go to press conference and other reporters know that we are from *Bobo*, they always do "hihihi".

Usually, one of them asked, *"Are you from Bobo?"*

And the other added, *"I like Bobo. Especially Bobo with Gadis!"*

After that, usually, "hahaha" forum!

Why? Bobo in Indonesian language also mean "sleep" And there is also Gadis Magazine, the teen magazine. Gadis means "girl".

Figures

1) Periodicals for children
   - Number of titles published

magazines:15, tabloids:10, newspapers supplementary:10 (weekly)

- No. of children's periodical publishers private: 10

2) General magazine publishing
  - Total number of magazines: 203
  - Number of publishers: approx.80

LAOS

Mr. Chanpheng Phasonthi
Assistant Editor, *VAIDEK Magazine*
Ministry of Information and Culture

General Situation

Laos has a population about 4.5 millions. About 40 percent is illiterate and majority of them live in rural areas.

There are a few magazines and newspapers for children in Laos and most of reading materials for children are text books used at public and private schools.

Looking back the publications in Laos 9 or 10 years ago, especially for newspapers and magazines, there were only a half number of publishers of the present. Now there are 40 publishers in Laos, but periodicals for children are published by only 3 organizations.

However, some magazines for adults that deal with political, economic, social, science and other matters, have some columns to carry stories for children as well as introducing children's activities. These magazines include *Lao Women Newspaper, the Lao Youth Newspaper, Vannasinh Magazine* and so on. Most of all are under the governmental media, and the biggest ones among them are situated in Vientiane prefecture.

There are the following periodicals for children in Laos:

1. *The Education Newspaper* under the Ministry of Education
2. *The Yaovasonlao* (for children organization), a newspaper run by a mass governmental organization
3. *The VAIDEK magazine* which is a monthly magazine launched under approval of the Ministry of Information and Culture in March 1992. The board of editors of *Vannasinh Magazine* has published this magazine with writers for children as a forum to promote literature among Lao children. It serves as a source of knowledge to students through short stories, poems, folktales, painting, information on natural science, social science and culture.

2. Difficulties

Due to the cruel and long war, Laos is one of the countries which lack of budget for publication of newspapers and magazines. All printing equipment and materials are imported from abroad and it makes publishing materials expensive. Even though we receive a few budget from government and finançial support from individuals and international non-governmental organizations, they are not enough for continuous promotion, production and sales activities.

The public transportation is still difficult. Especially in the remote areas, moving between villages and regions takes time because of lack of transport facility.

Promotion of reading habits, writing and other activities among children are conducted continuously only in big cities and well facilitated areas.

Financial investment for children is still low compared to the other sections because it is more risky. As a result, there are only non-private newspapers or magazines in Laos.

3. Expected Way Out

There are needs to:

- Improve the quality of production and layout of some newspapers to interest young readers and to increase the quantity and printing in natural colour.
- Improve the contents of stories and articles columns which are interesting and useful to children.
- Increase circulation and Improve relationship with readers at schools in municipalities over the country.

4. Children's Books

As well as newspapers and magazines, the number of books published increases every year in Lao P.D.R.. 21 titles (52,500 copies) of children's books that includes many good and useful stories were printed in 1996.

MALAYSIA

Ms. Che Amelia binti Kassim
Editor of *Kuntum*
Star Publications (M) Berhad

Malaysia, with a population of about 21 million, is a multi-racial country who prides at the success of multi-racialism in all its respects. Certain policies of the country are particularly tailored in such a way as to sustain this success, and one of these policies is that related to language, hence its publication. Thereby Bahasa Malaysia is the national language. The main language of publication will therefore be in the national language, although there also thrive in the country publications in other languages, especially English and the other two main languages of the population, i.e. Chinese and Tamil.

The principal racial groups which make up the Malaysians are the Malays, Chinese and Indians. In addition, other numerically significant groups are the indigenous races of Sarawak and Sabah, comprising, among others, the Dayaks, Kadazans, Bajaus, Melanaus and Muruts. In addition, there is also a significant number of indigenous aboriginal people of Peninsular Malaysia. Based on a 1992 population Survey, the figures are as follows:

Peninsular Malaysia	* 1992 Estimates
Malays, Bumiputera and others	11,602,400
Chinese	5,418,900
Indians	1,427,500
Others	97,400
Sabah	1,590,000
Sarawak	1,749,000
Overall Total	21,885,200

Out of the above figures the age distribution for children are as follows:

9 years and below	4,577,687	25.7%
10-19	3,811,768	21.4%

From the above figures, we can conclude that Malaysia has a large population of children.

In Malaysian book industry, "children" means those aged below 12 while those above 12 are considered as the young adolescent. Thus, publishing of magazines for these two groups are of different nature.

One would think that publishing of periodicals or magazines for children in Malaysia is a big and lucrative business, since their population is large! But in actual fact, this is not so. We do face a number of problems.

Just in last August, for instance, a survey commissioned by the Education Ministry discovered that although 93 per cent of the population is literate, the emphasis should not only be on promoting literacy, but more towards encouraging a selective reading habit.

The survey noted that despite the nation having a high literacy rate, a rather worrying factor is the considerable gap between those who have the ability to read and those who actually practice reading.

The survey showed that although the reading ability is 91% for rural folk, only 84% among them actually put their ability to use. The female population of the country has a reading ability rate of 90%, and out of that, only 83% practice reading habit. In addition, reading habit decreases as age catches up. As Malaysians grow older, fewer actually read despite having the ability to do so.

In terms of language proficiency among the literate, almost three out of four Malaysians aged 10 years and above can read Bahasa Malaysia, being the national language, well. One out of four can read English well, and the same applies for Mandarin. About 15,010 of those who can read do so in Jawi and 6,010 can read in Tamil.

For children aged between five and nine years, only 50% half practice reading. However, the majority prefer reading comics and books. Children show a greater preference for knowledge books (53%) over fiction. This is mainly due to the fact that they read their schoolbooks, which they are required to do.

Studies also showed that while the nation experiences growth and an increase in the number of institutions of higher learning and graduates, this increase is not reflected in the number of titles in the market.

A 1997 study on the book industry, showed that the number of titles published in 1995 was 6,000 compared with 1,205 titles in 1985. Although in 1996, the numbers increase to 11,000 and while these numbers are encouraging, it is not convincing enough. And 70% of the books published in the market are books with educational titles such as text books and reference books, meant for schools.

Based on the above reasons, we can deduce that the publishing industry is not a very lucrative business in Malaysia. Not many businessmen in Malaysia want to venture into it, unless they get projects that are funded or sponsored by the government. Magazine publications are usually done by bigger and established publishing companies whose main publications are usually the daily newspaper, a more lucrative business.

There have not been a single study yet in Malaysia regarding publishing of periodicals for children in Malaysia. However, from my personal observation, children's magazines in Malaysia is picking up very well. But these successful children's magazines are published either by the government agency or the companies which have their own newspapers.

This situation is contributed by the fact that most parents are easily influenced by anything that is endorsed by the government. That is why for instance, *Dewan Pelajar*, a children's magazine published by Dewan Bahasa Dan Pustaka, a literary government agency, is the most successful magazines, in terms of distribution, which figures at 80,000 monthly.

The media-own companies which publish children's magazines are also successful due to easy access of publicity. The good example is *Kuntum* of which I am the Editor. *Kuntum* is published by STAR Publications, which published STAR - a leading English newspaper in Malaysia. The figures though not fantastic - i.e. at 40,000 copies, is considered a good figure in Malaysia!

As of 1996, there are about 6 magazines (monthly), and 1 newspaper for the children that are published in Malaysia. Hence, in the country, although there are about 260 publishers, there are only 7 periodicals published, i.e. 6 by private firms and 1 by the government

There are many kinds of magazines for children that are published in Malaysia. Most popular are mainly comics, we even have *Doeromon*, in Bahasa Malaysia version. There are also science and educational magazines. In terms of sales, comics do better than the rest of periodicals. But overall, it is always the combination of educational and entertainment values that make up the publications.

As for distribution in Malaysia, it is all depends on the respective companies to adopt their own means of marketing. Normally, what the publishers do is to appoint their own salesmen which go direct to schools, or those which have the good networking with chain of bookshops' owners. Some appoint vendors who also service the schools and bookshops.

Only of late, newspapers and magazines (the educational) are considered as of important reading materials. With the launching of Newspapers-In-Classrooms for example, the newspapers have become powerful medium of literacy instruction because of its multi-dimensional features which naturally call for a multiple-skills approach of reading. Furthermore, these skills can be developed through interesting and meaningful reading activities. These magazines adapt themselves to the needs of the school syllabuses. Nowadays magazines are also being taken as seriously as the newspapers. Some teachers have already used some of the articles from the magazines for their teaching.

Malaysia has never been lack of good authors. Some of them do publish quality books. But their books do not necessarily sell well as there is lack of good response from the public.

Realizing all these problems, the government as well as the private sectors had had numerous ongoing campaigns these five years to promote the reading habit among the Malaysians. The National Library, for example, is always buzzing with reading activities throughout the year. The national reading month held in August recently is just one of the many examples. So is the Kuala Lumpur International Book Fair, which was held for at least 2 weeks duration. Universiti Malaya is actively involved in this project, working hand-in-hand with the National Library promoting reading habit in remote areas.

Recently, a workshop was conducted in Serting, Negeri Sembilan, where women were given training on how to become facilitators to encourage their children to read. Several land development schemes around the country have also benefited from the efforts of both governmental and private organization to create a fully literate Society. These efforts were prompted by the realization that reading can start at an early age.

Other organizations are also aware of the need to promote reading. For instance, in Penang among others, they have a "Read to Me" project by the Rotary Club; "Youth Speaks for the Nation" an annual elocution contest organized by the Jaycees; Braille Reading Competition for the visually impaired organized by NCBM; as well as reading activities organized on a regular basis by the children's Library.

On a serious note, the government is considering the setting up of a "publication trust fund" to promote and encourage the publication of more quality reading material, as mentioned recently by Malaysia deputy Prime Minister, Datuk Seri Anwar Ibrahim.

He said he would try to find a way to include the proposal under the 1998 budget. The point to note is that with all these efforts, to make reading not an end in itself, there is certainly a bright prospects for children's periodicals in the near future.

Figures

1) Periodicals for children (those aged under 12) (as of 1996)
   - Number of titles published magazines:6, newspapers:1
   - No. of children's periodical publishers total: 7 (governmental: 1, private:6)
2) General magazine publishing (as of 1996)*
   - Total number of magazines: 272
   - Number of publishers: 260

**new titles published and received under the Deposit of Library Materials Act, 1986 by National Library of Malaysia*

MALDIVES

Ms. Aishath Aniya
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The population of Maldives is about 249,281 and about 25% of them live in Male. About 47% of the population is under 15 years of age. The national language is Dhivehi. The country's literacy rate stands at 98% (1990). The English language is widely used as it is the medium of instruction in all Male' schools and in all the secondary schools in the country.

Periodicals in Maldives

The first newspaper in the history of the Maldives was a hand-written paper called ***hulhevi handhu*** issued in 1930. The first magazine called Al-Islaah was published in 1933. With the intention of providing news of the Second World War, the government started printing foreign news for the first time in a newspaper called *Sarukaaruge Khabaru* in 1943, The first daily started in 1952 by the name *Viyafaari Miadhu*. At present there are 12 newspapers and 54 magazines registered in the country. Out of these, Male' has nine newspapers and 48 magazines. The rest of the printed media is based in the other Atolls, which have three newspapers and six magazines registered in six Atolls. Although there are few magazines and newspapers in the Atolls, there are nine printing presses in seven atolls. Therefore, there is quite good potential in the print media sector.

Children's Publications in Maldives

The first magazine published for children was called *Children's Magazine*. Information related to it is not available. This was followed by another periodical called *Meyvaa* issued on 23rd May 1973. In 1975, another periodical by the name of *Mula* was published. This was shortly followed by others: *Hiyama*, *Moorithi*, *Hiyaa*, *Kokaa*, *Kudakudhinge Kotharu*, *Savaa* and *Koveli*. Most of these periodicals stopped after several issues while none of these has been issued regularly on a permanent basis. The first comic ever published was a story in *Kokaa*, based on 38 illustrations.

Only about sixteen children's periodicals are published at present. Ten of which are annual magazines prepared by the literary committees of different schools. Out of the private ones, a newspaper by the name of ***koveli*** started out as a fortnightly but after three issues was changed to a quarterly publication. ***Kokaa*** is a periodical based on various topics, while ***Kudakudhinge Kotharu*** is based thematically; both of these are printed off-set in flat colours. The fourth one, ***Meyvaa***, is in circulation again after about ten years. This magazine mainly concentrates on translated stories. None of them possess any coloured illustrations.

Main Constraints in Publishing Periodicals

1. Lack of proper means of transport and communication limits the target audience to the island for which the magazine is published. Only the children in Male', can have access to the publications made in Male'.
2. The limited audience constrains the market of the periodicals, which makes it impossible to cover the costs of publishing. A maximum of about 20,000 copies of a publication is known to be sold.
3. The costs of printing a periodical of satisfactory quality is very high.
4. A periodical has to be registered with the government along with the printers who will print it. This gives the printers the opportunity to dominate the periodical in such ways as determining the price and quality at which they will print the periodical.
5. Article contributions to periodicals come only from the islands which are within the circulation range of the periodical.
6. The available local periodicals is not of an impressive quality compared to the foreign

periodicals.
7. Lack of public awareness of the importance of publishing children's periodicals.
8. Lack of finance for new parties interested in publishing periodicals.

Future Prospects

1. The development in sea and air transport will create opportunities for a larger circulation for magazines, periodicals, etc. Awareness can be created through improved communication and transport in the country.
2. The use of e-mail and the internet will enable different publishers to reach an even greater audience, within the whole country, and in fact, even outside the country. The factors mentioned both here and in the above point will enable a wider range of authors from different areas to contribute to various publications.
3. Better presses will enable the printing of various materials in colour.
4. The establishment of more publishers will lead to better prices, since there will be more mediation through market forces.

Figures

1) Periodicals for children (as of 1997)
  - Number of titles published magazines:14, newspapers:1
  - No. of children's periodical publishers total: 12 (governmental:10, private:2)
2) General magazine publishing (as of 1997)
  - Total number of magazines: 48
  - Number of publishers: 40

MONGOLIA

Ms. Jamba Sunjidmaa
Sub Editor of *Golden Tale*
Children's Book Partnership

1. Background

60% of the population of Mongolia is children and adolescents between the ages 0-18. We, Mongolians, say "Children are our bright future". But to make this proverb a reality, we have to provide them with enlightenment and information in the form of books and periodicals of contemporary quality and standards.

Children's periodicals appeared after Mongolian People's Revolution (1921) concurrently with the setting up of the first Mongolian children's organization, "Mongolian Pioneers' Organization" in 1926. Since then, until 1990, there were 4 main children periodicals. All children periodicals were associated with certain children's organizations and all were subsidized by the Government. Circulation of these periodicals ranged from 10,000 to 20,000 with most of the copies being distributed to subscribers both in cities and in provinces. There was only one Children's Newspapers and Books Publishing Office in Mongolia, and it was subsidized by the Government. Until 1990, there were published 20-30 kinds of' children's books except of textbooks a year.

Since 1990, all subsidies from Government have been cut due to the difficulties brought about by the process of transition from a planned economy and single-party rule to a market economy and multi-party democracy. The publication of all above mentioned children's periodicals were stopped during first few years of transition period. Besides, Children's Book and Press Publishing Office was closed down as a result of lack of financial support from government. During the past seven years, publication of new children's periodicals, adjusted to requirements of the transition period, but still rich in content and high in quality, could not be accomplished. There are still problems hampering publication of children's periodicals which attract children. Despite all the difficulties of the transition period, a few children's periodicals have successfully been published.

2. Clarification

Before 1990

Before transition, all children's magazines and newspapers were associated with certain children's organizations and received financial backing from the Government. Major children's periodicals were:

Zalgamjlagch (New Generation): First ever Mongolian children's periodical, appeared in 1926 when Mongolian Pioneers' Organization was established. It was published every two months. Target group were children aged 10-16.

Pioneerin unen (Pioneers' Truth): newspaper was the second children's periodical, first appeared as an independent publication in 1944. Prior to that, there was just a space in *Zaluuchuudyn unen* (Truth of the Youth) newspaper which included short stories, news and information for children. *Pioneerin Unen*, published 3 times a week, remained the main newspaper for Mongolian children until 1990. Its target group was children aged between 10-16. Magazine *Ojuntulkhuur* (Key of Wisdom) for children between the ages 4-8, was published 6 times a year; as was magazine *Pioneerin Uderdagch* (Leader of Pioneer).

After 1990

Major children's periodicals which appeared during the transition period are the following:

1. *Bi Bi Bi* (I I I) weekly children's newspaper

Started in 1995. The reason why the newspaper was named *Bi Bi Bi* which means I, I, I in English, is because every child answered I, I, I, when she/he was asked "Who wants....?". Main focus of the newspaper is education and entertainment. Target group is children aged between 7-18. Circulation is around 10,000 copies as of September 1997. The magazine is both sold at the newsstands and distributed to subscribers. Owned by the Mongol News company, the magazine has 5 staff members. The editor-in-chief is J. Dashdondog, who is also a publisher of *Unaga* magazine and managing director of "Golden Tale" Children's Book Partnership.

2. *Golden Tale* children's periodical book

After the closure of Children's Book Publishing Office, publication of children's books and magazines almost came to a halt. Just a few publishers produced books or magazines, but then, again, these could not become of a regular nature. In 1996 Golden Tale Children's Book Partnership was established to provide children on a regular basis with interesting books. The only staff of the company is composed of Managing director and sub-editor.

The reason why we call our Partnership *Golden Tale* is because childhood is as wonderful as a golden tale. Main objective of *Golden Tale* is to provide Mongolian children with books of high quality art and literature. Main focus of the periodical book is literature.

There are four main ingredients of *Golden Tale* books: a) Mongolian National story or fairy tale; b) A selected story of the world famous children's writers; c) A selected story from the works of Mongolian children's writers; and d) Mongolian ancient literature. It is published twice a month regularly. Each issue has 25 pages with color pictures. The target group is children aged 7 to 12. Distribution is both by subscription to children both in provinces and cities and by sale in bookshops. It is also included in list of children books recommended by Ministry of Enlightenment.

Within the framework of the Golden Tale partnership, "Children, Book, Painter" Art Creation Union was established. The Union has 19 members who are all children aged between 13-19. These children draw the pictures for the periodical books of *Golden Tale*. The members of the Union are contributing to the development of art work in children's books.

3. *Unaga* (Foal) magazine

It was first published for Mongolian children in and out of the country in 1994 by the initiative of Mongolian National Children's Writers' Union. Why is it called "Foal" ? A Mongolian proverb says that Just like how horse will run can be foreseen at the time it is a foal, what will become of a man may be can be judged in his childhood". The magazine includes national stories, tales and best stories by Mongolian children's writers. The magazine is published in Mongolian traditional script with English explanation. It has 48 pages and color pictures. The magazine is distributed throughout the world including Mongolia and Inner Mongolia Autonomous Region of China, Kalmyk Autonomous Republic and Autonomous public of Buriat in Russia as well as USA, Italy, France. *Foal* is used as a supplementary textbook by teachers of Mongolian language at secondary schools.

4. Others

Alongside the above mentioned periodicals, some other children's magazines and newspapers are published as well, but not on regular basis. These are *Kholchyg zalgamjlagch, Mazaalal* (Gobi bear) *A ,B, Chiny zurag* (our picture), etc.

3. Problems

1. Transition period left its scar on the children's publication just as in the other fields of life. As a result of the high rates of inflation, cost of printing books rises almost daily and discourages a lot of publishers from taking on such tasks as publishing books for children.

2. The economic difficulties experienced in Mongolia also leaves parents with little opportunities to buy books and periodicals for their children as the constantly rising prices take a heavy toll from the family budget and families have to spend a lot just to survive.
3. The government of Mongolia has to focus on major problems such as alleviation of poverty, achieving stability in the national economy, etc. Therefore, the state does not regard the publication for children as a matter of priority and therefore does not hurry to set guidelines for such activities.
4. There is no printing house which can print high quality children's periodicals.
5. Donor organizations as well as the national government regard the children's publications as a secondary issue while the priority is given to providing food to children. So we have children whose nutritional needs are satisfied while their intellectual needs are deferred.

Figures

1) periodicals for children (as of 1997)
   - Number of titles published
   magazines:3, newspapers:2, periodical book:1
   - No. of children's periodical publishers
   total: 5 (governmental:4, private:1)

2) General magazine publishing (as of 1997)
   - Total number of magazines: 15
   - Number of publishers: 15

MYANMAR

Mr. Soe Myint Than
Editor of *Shwe Thway Journal*
Sarpay Beikman Board

Introduction

In Myanmar, children's literature is booming not only in quantity and but also in quality. However, publications for children need to be distributed, saving cost of production. In Myanmar most of the publishers of children's literature, without expecting from this business as much profit as from that of other publications, take pains to present beneficial works to children. It is hoped that there may be production facilities or systems to distribute books for children at reasonable prices. Editors who work for the publishing houses of children's literature also should acquire the knowledge to improve the current situation of publishing the works of children's literature.

Weekly Journal

In Myanmar, average circulation of the publications for children has been rising in the 1990s. There are three weekly journals, namely *Shwe Thway Journal* (circulation 130,000 copies), *Ta-Taing-Hmwe* (20,000 copies) *Shway Pyone* (10,000 copies). *Shwe Thway Journal* published by Sarpay Beikman Board, Printing and Publishing Enterprise has twelve four-coloured pages that are attractive to readers. It is a bi-lingual journal, a great help to children in studying English. The other weekly journals consist of only four pages in four colours and ten pages in two colours. The price of each journal is within the reach of children readers. Sarpay Beikman has been publishing the *Shwe Thway Journal* since January 1969. The *Ta-Taing-Hmwe* published by a wellknown young cartoonist Swe Min and *Shwin Pyone* published by a veteran cartoonist U Ba Galay have come up in 1997.

Monthly journals

The most popular monthly journals for children are *Moe Thawk Pan* and *Teza* published by Myawadi Publishing House. Each of them has a circulation of 20,000 copies. *Moe Thawk Pan* is a bilingual journal. Many other monthly journals have been published for two or three years. The *Pa-Lok-Toke Journal* (20,000 copies) published by Today Media Group is the most successful among the new publications. The journal gives some modern knowledge to children, even ABC of computer operating. The *Pu-tu-tu-lay, Kalay-thuta, Kalay-journal, Mingalar Maung-Mae* and *Yadanar Pan-Khin* are also children's favorite journals. This shows that the publications of children's literature are in good demand in Myanmar.

Comic Books and Story Books

Nearly a hundred comic books or story-books for children are published each month. The best-known cartoonists are Swe Min Da Nu Byu, Min Zaw, Aw Pi Kyei. Tin Aung Ni, Thit Tun, Nay Zaw, Maung Wunna and Maung Maung. Their works stand at the top of the bestseller list of children's literature. Story books, mostly Myanmar versions of the stories of other countries, attract children.

Prize for Children's Literature

Sarpay Beikman awards the Prize for Manuscripts of Children's Literature. The prize-winning works are printed and distributed through the Sarpay Beikman Book Club, of which the number of the members is about 20.000.

Conclusion

Most of the materials which is necessary for publishing children's books are imported. As a developing country, Myanmar has been in need of hard currency to invest in publishing children's literature. At present, few publication for children can be free distributed. The higher cost of printing is another problem in this field. Thus, only with regional or international cooperation, publishers and editors can come over such obstacles. Training editorial staff of children's literature is also essential, especially in the field of desktop publishing of children's literature. As a matter of fact, it is most important to publish children's literature of good quality at reasonable prices.

NEPAL

Mr. Kamal Pokhrel
Editor/Publisher, *MUKUL*

1. Background

Nepal, one of the least developed countries in the world, has a population of 18.4 million, of which 39.6% are literate. While there are 21,692 schools (5,185 are private) throughout the country, gross enrollment ratio is 80.8 (Boys: 95.6. Girls 65. 1).

People of different castes and ethnicity live in Nepal (Over 30). Ethnicity is one of the foremost factors influencing school enrollment, as some ethnic groups strongly believe in not educating their daughters. Instead, sons are treated as important members of a family, and therefore sent to schools in almost all cases.

Nepali is the medium of instruction at government schools while private schools have chosen English for this purpose. Nepali is taught as second language in private schools and English has the second language status in government schools. Similarity in government and private schools is that they expect their students to be equally good at both the languages.

Government schools in Nepal follow textbooks, all of which are published by Janak Education materials Center (JEMC), a government run corporation, and approved by the Curriculum Development Center (CDC) of the Ministry of Education. In private schools, books, which are prescribed as the reference materials by CDC and published by other private companies, are taught in addition to those published by JEMC. In this sense, private school students get more exposure to resources for knowledge than their government school counterparts. This could be a reason for better matriculation results in private schools than in government ones.

2. Publishing Situation

Since private schools encourage textbooks which intend to provide more examples, a few publishing houses have realized the existence of a good market of books for children. Ekata Prakashan, for example, publishes Mathematics Series for primary to secondary level students. These books have more examples than those published by JEMC, and more importantly, they are written in English, the medium of instruction at private schools.

The scenario is totally different when it comes to publishing periodicals for children. There are only 10 children's magazines being published compared to-more than 2000 other kinds of newspapers and magazines (political ones have majority). These magazines cover various topics like literature, art, science, education, etc.

The above statistics suggest that publishing of periodicals for children is being neglected. My experiences as the publisher of *MUKUL*, a children's magazine of its kind, and personal communication with other publishers have made me realize how poor the readership of such periodicals is. Children do not prefer to read; instead, they enjoy watching programs on TV, most of them are not meant for them. This bitter but true picture does not encourage one to take up this business.

3. Distribution Systems

Out of the ten periodicals published for children, *MUNA* ('Bud' in English) has perhaps the best system of distribution. Published by a government run corporation that also publishes two dailies, this magazine is targeted at children of below 12 years of age and expected to fall within the reach of every child of this age. Since the corporation has the largest distribution network in the country, it has become almost successful in this endeavor.

Coming to private sector, the distribution network is not strong enough to make their products reach most of the children. Almost all privately run publishing houses engaged in this business seem not to be capable of having their own distribution systems, as it involves a huge amount of investment. They have to rely on individuals to distribute their products; they normally have a small zone for distribution. As such, they have to deal with many individual distributors, which often turns out to be a difficult task.

Our experience is also not encouraging. Only one percent of the first issue of our magazine was sold through individual distributors. The second issue is also showing similar trend. While all our efforts are directed to provide maximum number of children with a copy of *MUKUL*, improper distribution system has led to us being failure in our endeavors. The problem has been identified and we are trying to get the solutions too.

4. Problems

At a time when satellite television channels are attracting large number of children towards their programs (most of them are not meant for children, in fact), it has virtually become a big problem to put them into the habit of reading. The practice of choosing TV against magazine and periodicals is growing day by day and children seem to forget the importance of readership.

While publishers wish to provide children with quality reading materials, children's opting for non-reading pastimes has made their (publishers') job a bit difficult. First, their (children's) participation (since they do not prefer to read) is poor Second, production of quality materials is very expensive and without desired number of sales it is quite difficult to survive. Although advertisers and sponsors are available they also go for the largest selling newspapers/magazines (especially film-based magazines). And above all, publishers like us do not accept the advertisements that will have negative impact on children (such as ads of liquors, cigarettes, etc.,)

These have stood as the foremost barriers to our survival. Yet, the response from seniors (esp, journalists, schoolteachers and parents) has encouraged us to move ahead with our vision and mission.

5. Needs

Not many extracurricular reading materials are available in Nepal. Although the present situation does not encourage one to go for this business, it seems one's duty to provide children, the future of the nation, with such readings. Readings that help cultivate their ideas, foster their creativity and build their characters. As all of us know, reading can not be replaced by anything else.

6. The Last Word

Publishing periodicals for children is something very solid contribution to nation's development. If today's children are empowered with knowledge, tomorrow gets automatically secured. Knowledge does not come through textbooks alone. Extracurricular readership is equally important.

Nepal, being the second poorest country in the world, has to go a long way in publishing such periodicals. Any support in this regard is, therefore, highly appreciated. Help children get the magazines they want and see your commitment to support them growing on their smiles.

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1. *Statistical Pocket Book, Central Bureau of Statistics, Kathmandu, Nepal, 1996*
2. *Educational Statistics of Nepal, Ministry of Education, Kathmandu, Nepal, 1995*
3. *List of newspapers published from Nepal, Ministry of information, Kathmandu, Nepal, 1997*

Figures

1) Periodicals for children (as of 1996)
  - Number of titles published magazines:10, newspapers:nil
  - No. of children's periodical publishers
  total: 10 (governmental:1, private:9)
2) General magazine publishing (as of 1996)
  - Total number of magazines: 2,046*
  - Number of publishers: 2,030
  **Total number of registered in Dept. of Information*

PAKISTAN

Ms. Nuzhat Amin Malik
Assistant Director, National Book Foundation

At the time of creation of the country, there were few children magazines being published in national language. There was low literacy rate prevailing at that time. Even the education facilities particularly at the primary school level were far beyond the reach of most of the population particularly in the rural areas. Similarly means of communications were not developed at all except in the case of major cities of the country. With the passage of the time the need for magazines for children were being felt at all levels of the society. Gradually sufficient number of magazines were brought out from all major cities of the country, in the national language Urdu. Details are given in the Annexure. However, there is only one magazine in the Regional language even today. This area requires special attention.

Pakistan has 130 million population. About 65% live in the rural area. According to an estimate, 45 million out of 130 million are children. Those of the primary school age group are around 25 million. The children in the rural area do not have 100% access to the magazines. There is thus a strong need to provide them a magazine at highly affordable price.

The supplementary reading material for children is also being provided by the daily newspapers who have allocated specific pages for them every week. The circulation of the newspapers is at a higher scale as compared to the magazines. The readers do not have to incur extra expenditure also as the subscriber of the newspapers get those pages for children free of cost. As such the newspapers are playing a vital role in creating interest of the children in reading.

Difficulties in Publishing

The following are the major difficulties in producing the magazines:

i) Lack of properly trained editing staff.
ii) Inadequate modern printing and binding facilities.
iii) Much reliance on manual labour like calligraphy, etc.
iv) Lack of organized distribution system which could ensure sufficient sale of the magazines.
v) Lack of illustration material which could attract children of the low age group.
vi) High prices due to expensive printing and publishing material beyond the reach of a common man.

Magazines and special children editions of newspapers have proven their usefulness now in the development of the child personality. It has now been established that prescribed curricula is not sufficient to groom the personality of the child in the desired manner. The element of dis-interest among children in the curricula books is quite obvious. They require material of their own interest rather than the one thrusted upon them either by the parents or by the teachers. The books of curricula is a perforce choice of the children. Strictly speaking even the newspapers containing pages for children are also not according to their choice as the newspaper is selected by their parents and the children have to perforce read pages meant for them if they so desire.

The electronic media has brought dramatic changes in the society all over the world. It was initially noticed that the children have started loosing interest in reading books. Their interest diverted from games and books to the TV and other related programmes. Gradually it has been observed that despite significant development in the electronic media their interest in the supplementary reading material could not be lost. However, the areas of their interest keep on changing. Folk tales, horror stories, suspense stories, comics etc. were introduced to them by different authors from time to time which became highly popular. Now science fictions have crossed the popularity of the rest of the categories. It may be appreciated that the choice of the reading material should be of the children and not of the adults. The later can, however, suggest without any compulsion on the former.

In Pakistan the option to be exercised by the children in the selection of supplementary reading material is partially left to the children. In rest of the cases the parents make selections for them. This trend is gradually changing. The magazines now in the market contain useful, colourful and rich material and of varied interest. The information in such magazines brings the child closer to the global culture. It also keeps them informed of the developments taking place around the world especially concerning their age group. The higher interest in the reading of magazines could develop a better attitude and behaviour of the child in order to become a useful citizen making positive contributions for the society. This reading material is also a source of broader vision of the child with clear comprehension of the issues faced by him. The development of the confidence in him and the manner in which the problems are to be tackled can be learnt through the supplementary reading material and not only through curriculum.

In Pakistan there is a need to publish more and more children magazines sharing the experience and knowledge of other countries who have attained a higher level of competence in the field. Mutual interaction and sharing of knowledge will improve the quality and standard of the existing magazines as there is a common culture and traditions in the countries of the region. Similarly the lay out and editing fields require necessary experience and skill which could be shared with other countries. At the same time the interest in reading in the countries of the region can be of paramount importance for such a magazine.

There is a need to increase the demand for children's books by lowering the prices of children's books and improving the contents of books by covering subjects like science, general knowledge, latest technology etc. and improving the get-up of children's books using colour print, better quality paper, better binding and attractive title covers. Comics, short stories, books on national heroes are interesting for children. Training courses for the writers of juvenile literature shall also be beneficial for the cause of promoting the children literature.

Desktop publishing (DTP) is playing an important role for improved publications of periodicals. There is need of proper training of the personnels engaged in publishing. In view of the importance of DTP, National Book Foundation is constantly requesting the ACCU to organize training course on DTP in Pakistan which will help in improving the skills of the personnels engaged in publishing. Attention is to be paid to the format (size, shape, design of the pages, illustrations, bibliography quality of paper and binding). Training of writers, editors, designers, illustrators, production specialists, publishers, distributors, etc. is also essential. These courses may cover composing and binding which are two weak sectors requiring special attention.

Figures

1) Periodicals for children (as of 1997)
   - Number of titles published

     Approximately 100 Periodicals (including magazines, digests and newspapers)
   - No. of children's periodical publishers

     total: 60 (government: 2, private: 58)

2) General magazine publishing (as of 1997)
   - Total number of magazines: 60
   - Number of publishers: 60

PAPUA NEW GUINEA

Mr. Jim Jujumo
Curriculum Officer, Curriculum Development Division, Department of Education

Number of Periodicals for Children

Since the early 70's periodicals for children in Papua New Guinea had been virtually non-existent until 1996. One called *New Nation* was a magazine in four colours produced by an inter-denominational church organization on a commercial basis but closed down ten years ago for money reasons. There are

Annexure: Some Children Magazines in Pakistan

Urdu (National language)

No.	Title (where published)	City	Price (Pak Rs)
1.	Taleemo-o-Tarbiat (Education & Training)	Lahore	15
2.	Bachon Ki Duniya (Children World)	Lahore	15
3.	Phool (Flower)	Lahore	15
4.	Zaheen (Intelligent)	Lahore	
5.	Bachon Ka Bagh (Children Garden)	Lahore	
6.	Jugnoo (Fire fly)	Lahore	15
7.	Paigham Digest (Message Digest)	Lahore	
8.	School Times	Lahore	
9.	Kosar (It is a name)	Lahore	
10.	Choti Dunya (Small World)	Lahore	15
11.	Taleemo-o-Taalum (Education)	Lahore	15
12.	Noor (Light)	Lahore	
13.	Hamdard Naunehal (Friend of Children)	Karachi	
14.	Chanda (Moon)	Karachi	15
15.	Khazana (Treasure)	Karachi	15
16.	School Digest	Karachi	
17.	Lot Pot (A character in Folk Tales)	Karachi	
18.	Anokhi Kahanian (Unique stories)	Karachi	15
19.	Ankh Macholi (Hide & Seek)	Karachi	
20.	Bachon Ka Risala (Children's Digest)	Karachi	
21.	Saathi (Companion)	Karachi	
22.	Tot Batot (A character in Folk Tales)	Karachi	40
23.	Child Star	Karachi	
24.	Khush Bakht (Good Fortune)	Karachi	
25.	Bachon Ki Baji (Children's sister)	Faisalabad	
26.	Chand Nagar (Moon's World)	Faisalabad	
27.	Masoom (innocent)	Islamabad	15
28.	Dost (Friend)	Islamabad	
29.	Nai Chiragh (New Light)	Islamabad	
30.	Bachon Ka Akhbar (Children's Newspaper)	Quetta	
31.	Mujahid (Muslim Soldier)	Peshawar	10

Sindhi (Regional language)

1. Gul Phul (Flower & Fruits)

The print run of each magazine ranges from 10000 to 50000 per issue.

school supplements once a week, in one of our daily newspapers Other than that, children can only read books published overseas and imported to be used in PNG schools.

It can not be stated for sure factors that contributed to the absence of such an important resource for learning in schools in the period prior to 1996. Some of the reasons may have been lack of foresight by educators and planners in seeing this fundamental need especially in the early learning stages for children. It could also have been due to hindrances such as the high cost of producing and distributing the periodicals to individual school, given the very difficult task of getting the periodicals out into very remote schools which are only accessible by foot and canoes. It may not have attracted any commercial interest to produce any periodicals as the book buying market is very small; though the school supply market is quite big. Now we have the school journals.

PNG School Journals

History

Seeing the lack of reading materials in schools in PNG especially at primary and lower secondary level the New Zealand and Papua New Guinea Governments agreed in 1992 to establish a School Journals Project aimed at producing four issues of journals for schools in PNG. Under the Project New Zealand paid the costs of hiring consultants from New Zealand and Australia to train Papua New Guineans to write for children in a series of workshops. Writings selected from the writers were used to produce the first and second issues of the *PNG School Journals* in 1996. The reception has been overwhelming and spontaneous congratulatory letters have been received from both students and teachers from around the country. Production of journals for 1997 had been rather slow, but with training the curriculum officer is receiving for the designing of the journals we are hopeful of a speedier pace of production with the ensuing issues.

Problems and Needs

Our experience in producing the *PNG School Journals* has thrown some light into what any prospective publisher will anticipate while trying to publish periodicals for children.

Cost of Printing

The cost of printing is very high in this country. This will render the unit price to any periodical too high and the sales can be dismal when the income of many families are meager and basic to be able to afford anything other than food. This may have been the most discouraging factor. *PNG School Journals* seems secure for as long as New Zealand is meeting most of the printing and distribution costs under the Journals Project (Project will wind down in June, 1998). After that we will be less assured given the adverse cash flow problems all PNG government departments seems to be experiencing constantly.

Distribution of Journals to Schools

Because *PNG School Journals* was produced by the Department of Education it was sent to schools (20 copies per school) free. The department had to meet the cost of freighting the journals to as far as the provincial education offices in each of the 20 respective provinces. Getting the journals from there to individual schools had been a mixed result. Many school could not get their journals in time or never at all due to their remote locations. This is a problem that will continue to confront the Department for a long time to come.

Fees for Contributors

Having the money available to pay the freelance writers for their contributions is another area of concern. There aren't many good writers out there and the few good ones we have are an asset to the whole process. When there is no money available to pay the contributors on the spot it presents us the risk of losing them for good because they are discouraged.

Training in Book/Periodical

Designing training of personnel involved in the designing and production of the school journal has been seen as an important need in light of the slow progress made so far on issues currently under production. Training received under such schemes offered by ACCU will go a long way in achieving the aims and objectives of producing quality journals for the children of PNG and the Pacific.

Summary

There has been few periodicals published for the children in PNG by any agencies or mostly profit-oriented private enterprises due to less favourable conditions. It seems the only body likely to attempt to produce any form of literary publications for children in PNG will be the Education Department . Our fear, however, is where the School Journals is placed on the priority list of the Department as they could be forced to cut funding to certain activities due to financial shortfalls, and we might be among the first to go.

Figures

Periodicals for children (as of 1997)
- Number of titles published: nil

The Department of Education publishes PNG School Journals.

PHILIPPINES

Ms. Natasha B. Vizcarra
Editor of Junior Inquirer
Philippine Daily Inquirer

When I started my research for this report, I could only name—off the top of my head—about five children's periodicals produced in the Philippines. But after a lot of phone calls, some leg work and numerous interviews, I discovered we had actually 38 children's periodicals. And there may be more because I did my research only in Manila. Who knows, some editors out there in Visayas and Mindanao—the Philippine's two other main islands—might be checking the proofs of some other magazines for kids right this very moment.

I think my initial ignorance is a good gauge of the Filipino public's awareness of the existence of periodicals for children. Our National Library, which is a major disappointment in all aspects anyway, did not even have a comprehensive collection in it's serials section and the last time they updated their serials list was ten years ago. One well-funded library, the Filipinas Heritage Library which also houses the Library of the Congressional Representative, only had one children's magazine in their collection. And the "1996 Advertising, Media & Public Relations Directory of the Philippines" only listed two.

Despite that, children's magazines still thrive. A few noteworthy, though, ones have died because of poor marketing and because a lot of Filipino families can barely earn enough to buy food and some others would rather spend their money on "educational reading material" for their children, like the next school year's required text books. But a lot of magazines have managed to thrive and survive. Some are kept afloat by people or organizations with good intentions and some are buoyed by people who want to make a profit.

There is one thing I noticed about the people and organizations behind these magazines, and that is the fact that they thrive individually and not as a community. Most go about their business, vaguely aware of the others and not knowing they face the same problems and have the same needs.

This report then, is an attempt to place all of them in one picture and to make them aware of each other. Let us now take a look at all the people behind these 38 magazines as a community whose members can help each other grow and make the industry stronger and purposeful.

Magazine Groups

There are four major groups of children's magazines published in the Philippines. First, there are the educational magazines, the largest group of all. These magazines cover elementary and high school Mathematics; Science; Social Studies; Current Events; English Language and Literature; Filipino Language and Literature and Music and Physical Education and have separate editions for all grades and year levels. Sounds like an exciting array of subjects, right? Sadly, not all educational magazines present these topics in an engaging manner. At most, they read just like shorter versions of dry Philippine textbooks. But these magazines have the best distribution system: they are sent and sold directly to schools. School officials evaluate them and when a publication is chosen, it becomes compulsory reading for students for an agreed number of semesters or years. Appendix 1 is a list of major educational magazines for children in the Philippines. The content of these types of magazines follow the school curricula set by the Department of Education, Culture and Sports.

Then there are the magazines which have a mixture of topics and articles in one issue. These magazines almost always contain feature stories, short fiction and poetry for kids, comics, trivia and some games or pencil and paper activities. Some magazines of this type, like *Sarrangola* started out experimenting with different kinds of distribution systems: they tried selling directly to schools, sold

Appendix 1: Major Educational Magazines

	Name of Publication	Subject	Target Ages	Publisher
1	Abracadabra	Eng. Language and Literature	7-12	Diwa Scholastic Press, Inc.
2	Alitaptap (Firefly)	Social Studies	7-12	Diwa Scholastic Press, Inc.
3	Arithmetica	Math	9-12	Dane Publishing
4	Batu-Balani (Magnet)	Science	13-16	Diwa Scholastic Press, Inc.
5	Budyong (Conch shell)	Fil. Language and Literature	7-13	Dane Publishing
6	Buhawi (Whirlwind)	Physical Education & Music	13-16	Diwa Scholastic Press, Inc.
7	Com-Act	Eng. Language and Literature	7-16	Dane Publishing
8	Damayan (Caring for others)	Social Studies	13-16	Diwa Scholastic Press, Inc.
9	Hagibis (Fast runner)	Physical Education & Music	7-12	Diwa Scholastic Press, Inc.
10	Kaluskos (Scraping sound)	Fil. Language and Literature	7-12	Diwa Scholastic Press, Inc.
11	Kid's World	Science	5 - 6	Dane Publishing
12	Magica	Eng. Language and Literature	13-16	Diwa Scholastic Press, Inc.
13	Math Talino (Intelligent)	Math	7-12	Diwa Scholastic Press, Inc.
14	Salaguinto (Ladybug)	Science	7-12	Diwa Scholastic Press, Inc.
15	Sci-Tech	Science	7-16	Dane Publishing
16	Tambuli (Calling horn)	Fil. Language and Literature	13-16	Diwa Scholastic Press, Inc.
17	Tatsulok (Triangle)	Math	13-16	Diwa Scholastic Press, Inc.
18	Vita Mathematica	Math	13-16	Dane Publishing
19	Young Leader	Math	7-16	Dane Publishing

their magazines in bookstores, had them displayed on newsstands and sent them to subscribers through the mail.

But the magazines always got lost in the mail or never arrived at all and were ignored at the newsstands and bookstores. Thus, most mixed content magazines have focused on direct sales to schools to minimize loses and some are distributed free with a newspaper and rely on advertisements for financial support. And other magazines, simply didn't survive. Yet, in terms of content, mixed content magazines are the most interesting and entertaining to read. There are a lot more illustrations and colors for young readers and a lot more light articles for older kids. Plus, these magazines do not have the textbook aura that educational magazines seem to suffer from.

There aren't many comic books specifically produced for kids. Most comic strips in the Philippines are a hodgepodge of kiddie, adult and yuppie humor. Most of them are by foreign artists and when you say comics, the immediate thing that comes to mind are the comics pages of major national news dailies. There are comic books but most of them cater to lonely housewives or bored househelp.

For kids there is Manila Bulletin's "Disney Time" which comes with the newspaper every Sunday and the Philippine Star's comics special which comes out on Saturday. There is also the comic book "Bata-Batuta" published by Graphic Arts and Services. Most noteworthy is the comic book "Funny Komiks", which I grew up with.

"Bata-Batuta" and "Funny Komiks" definitely have an edge over the first two mentioned because they use a kind of conversational Filipino called Taglish, which is a mixture of English, Tagalog and other provincial dialects depending on the cartoon character's origin. "Bata-Batuta" and "Funny Komiks" also make use of the talents of Filipino writers and artists. The style may be un-schooled but most artists and writers definitely know the Pinoy sense of humor.

Entertainment magazines for young people mostly cater to teens. One, called *Funfare*, is quite interesting and can be popular because it deals with local and foreign movies and movie stars. But the rest are just teen versions of the numerous adult gossip magazines and have no redeeming value whatsoever. Articles in these gossip magazines usually don't contain honest to goodness facts and reliable quotes and are mostly written to tickle a teeners curiosity about local movie stars enough to make her watch their films. Some even contain pictures of scantily-clad starlets. Are these for children? Maybe not in our opinion, but they do fall within the below 18 age bracket and are part of the picture.

A Litany and a Wish-List All in One

The biggest hurdle all these publications face is marketing and distribution. It's really actually a

Appendix 2: Magazines with Mixed Contents

	Name of Publication	Publisher	Target	Distribution
1	Barkada (Gang)	Communication Foundation for Asia	ages 13 - 16	School Subs./Bookstores
2	Butterflies	Readings, Inc.	ages 7 - 12	School Subscription
3	Hekasis	Readings, Inc.	ages 5 - 6	School Subscription
4	Junior Inquirer	Philippine Daily Inquirer, Inc.	ages 6 - 14	Free w/ daily
5	Kaibigan (Friend)	Twin Hearts Management Systems, Inc.	ages 7 - 12	School Subscription
6	Pambata (For Kids)	Communication Foundation for Asia	ages 7 - 12	School Subs./Bookstores
7	Saranggola (Kite)	Cosmopolitan Publishing	ages 6 - 12	School Subscription
8	Youngster	Society of St. Paul	ages 7-16	School Subs./Bookstores

choice between selling directly to schools, distributing the publication for free and relying on ads or, in the case of the entertainment magazines, selling extremely popular stories in the news stands. It is not a good idea to send publications out through mail in the Philippines. They get lost. Agnes Dizon Pascua, former editor of *Saranggola* and now the over-all editor of Dane Publishing's curriculum-based magazines for kids, said there was a case when a child who had a year's subscription did not even receive a single issue.

On the brighter side of things, Pascua said there have been more new children's magazines showing up lately and that this is sure sign of growth in the public's interest in these types of publications. I think this is also a sign that more organizations are realizing the importance of these magazines. That education and enrichment does not only come from schools. It also comes from publications that specifically concentrate on children's interests and mirror their hopes and dreams.

Pascua and *Budyong* editor Susie Baclagon-Borrero, however, observed that parents and teachers also need to be coaxed out of the notion that children's magazines that do not read like textbooks are just a waste of money.

I agree with them. And I think one good illustration of this attitude is through this brief story: I was browsing through some children's books in a store when a child saw a very beautiful Filipino picture book called *Kablay*. He immediately sat down on the floor to read it, ignoring all the other books in front of him. Then his father came, picked him up and put the book back in the shelf. "Not that, son," he said. "Let's get something better. Something that will make you read better and learn a lot." And then they proceeded to the text book section of the store.

Of course, Filipino parents mean well. Most just don't have enough money to buy kids their very own "leisure" readings. Most Filipino families can't even afford to buy books for kids. Though this may be the case, I think what Pascua and Borrero want to stress is that parents should also trust their children's tastes and that children's magazines and books that are not required by the school are good too.

Aside from being cheaper the books, children's magazines also help kids keep up to date on their interests, whether this be on science, literature or school news. Educational, curriculum-based magazines also have an edge over textbooks because they are up-to-date.

In the area of needs, most editors and publishers I interviewed also identified a need for seminars on children's writing. Pascua said most of their writers are teachers and though they know their subjects well, their works still have to be edited heavily to be readable to their target readers. Rene Taneza, one of the editors of *Youngster*, said even editors should take refresher courses on grammar and editing. Veronica Pulumbarit, editor of *Saranggola*, said it would be useful if editors and writers alike attend seminars on children's writing, values, education, art for children, child psychology and other related topics. Amada Javellana, vice president of Diwa Scholastic Press, Inc., added that there should already be a recognized "industry" among writers for educational publications and that there should be more university courses and subjects for such a profession.

The following is a list of the other problems encountered in the production of children's periodicals in the Philippines. The corresponding needs also follow.

For Educational Magazines:

- Parents and teachers want their publications to be so saturated with information. Their idea of a good magazine is something that reads like a text book. According to Pascua, this stifles the editor's and the writer's prerogative to make the magazine more creative and entertaining. "If we don't follow their tastes, our circulation suffers," Pascua said.

→ *There is a need for dialogues between parents, teachers and editors.*

- Some teachers demand that publications write more detailed and "complete" teachers' guides and publish more activities. "I think this is just laziness on their part," Borrero said. "They don't want to think any more."

→ *There is a need for dialogues between the magazine staff and teachers.*

- School teachers and even parents are usually conservative when it comes to education and can't seem to trust the child's ability to absorb and understand sensitive issues like understanding society's attitudes on homosexuals, according to Borrero and Pascua.

→ *Perhaps the answer here is still to tackle such issues but to write about them in a careful way, a non-sensational way.*

- There should be more articles on Philippine ethnic groups and other aspects of Philippine heritage that are being neglected by publications, according to Borrero.

→ *It is the editors' and writers' responsibility to assess the magazine periodically and to find out which issues have not been touched upon yet. Perhaps editors and writers of the different magazines should mingle and interact with each other and seek feed back. Also, perhaps a conscious decision to prioritize Philippine heritage topics should be made by the editor. Some publications seek feedback on content from readers and some hire consultants.*

- There is a lack of sources of news on local developments on Science and Literature and international developments on Science, Math and Social Studies, according to Pascua.

→ *I think this can be solved by linking with the Department of Science and Technology and by monitoring the newspapers every single day.*

- The price of paper is too much, according to Javellana.

→ *She says, there should be more support from government. The removal of tariffs on the importation of paper should help.*

For Magazines with Mixed Contents:

- Ads sometimes take up too much space. And there is always tension between a magazine's editorial staff and advertising staff, according to Pascua.

→ *The editorial and advertising sections of a paper probably need to agree on a certain ratio between ads and articles. Perhaps an expectation check should be made to make sure both sides understand each other's concerns.*

- According to Pascua and Pulumbarit, children's magazines don't sell well in books stores and news stands. They also get lost in the mail.

→ *Either circulate it free with a newspaper, deliver directly or sell directly to schools. Or launch an aggressive information campaign if you still want to sell in stores or by subscription.*

- It is very hard to look for local school-based news.

→ *There is a need to train student writers and correspondents.*

- It is hard to sell ads because clients prefer to place ads in the dailies. Their reason: parents hold the purse strings.

→ *There is a need for more creative and aggressive*

Appendix 3: Comic Books

Name of Publication	Publisher	Language	Target	Distribution
1 Bata Batuta	Graphic Arts & Services	Taglish	6 to 16	Sold in newsstands
2 Funny Comics	Atlas Publishing	Taglish	6 to 16	Sold in newsstands
3 Gospel Comics	Communication Foundation for Asia	English/Filipino	7 - 16	School Subs./Bookstores
4 Jesus	Communication Foundation for Asia	English/Filipino	5 - 6	School Subs./Bookstores
5 Manila Bulletin Comics	Manila Bulletin	English	children & adults	Free w/ newspaper
6 Phil. Star Comics Page	Philippine Star	English	children & adults	Free w/ newspaper
7 Pik Pak Boom	Society of St. Paul	English/Filipino	7 - 12	School Subs./Bookstores

Appendix 4: Entertainment Magazines

Name of Publication	Publisher	Language	Frequency	Content
1 Blitz	Sonic Triangle Publishing	Filipino	12xyear	showbiz gossip
2 SuperTeen	Sonic Triangle Publishing	Filipino	12xyear	showbiz gossip
3 Funfare	Graphic Arts & Services	Filipino	48xyear	Features on foreign and local movies

marketing executives

- Deadlines.

→ *The need for full-time writers and illustrators or earlier deadlines*

- Some editors need cultural orientation. The content of their magazines are too western. This was observed by Pascua, Borrero and yours truly.

→ *Feedback. Seminars for editors. Conferences among editors and writers.*

- Damaris Parra, editor of *Kaibigan*, says it's hard to address the full range of one's target audience. For example, if you have a 6-12 target readership, you'd always have to find something simple enough for a 6-year-old and something interesting enough for a 12-year-old.

→ *Separate the magazine into sections for each age group or constant assessment.*

- Nick Melgar, editor of *Pambata* and I worry about kids sending in plagiarized works.

→ *Editors should read a lot, have access to a good library, or should be able to get in touch with other editors of other magazines to verify that a work is original.*

- Salaries are low.

→ *This is a major problem, yes, but really hard to address. Everyone's wages are tied with the country's economy. The best thing to do for now is to make the paper as profitable as possible without sacrificing content or to get a second job.*

For Comics:

- Often some cartoons are too western or the characters have western features but speak Tagalog anyway.

→ *Start consciousness-raising among editors and artists. Or have comic book artists join Ang Ilustrador ng Kabataan, a very good organization for illustrators for kids books.*

- Weekly comic books always need to keep up with children's current interests, according to *Bata-Batuta* editor Emily Mendoza.

→ *She solves this problem by always talking to kids and reading up.*

For Entertainment Magazines:

- According to Ollie Roble Samaniego, editor in chief of *Funfare*, their main concern is making sure their feature stories and news are not stale. He says it's very hard to get "scoops" on local entertainment news when the publication is a weekly.
- Most teen showbiz magazines publish photos of scantily-clad girls and brainless gossip articles.

→ *They should receive feedback from parents and teachers and young readers themselves.*

Figures

1) periodicals for children (as of 1997)
   - Number of titles published magazines:37, newspapers:1
   - No. of children's periodical publishers
   total: 13 (governmental:0, private:11, religious:1, foundation:1)
2) General magazine publishing (as of 1997)
   - Total number of magazines: 155
   - Number of publishers: 120

REP. OF KOREA

Mr. Junku Kwon
Assistant Manager
Jihak Publishing Company

With publication of more than 26,000 new titles annually and estimated sales of 3 billion US dollars, Korea has become the one of the leading top ten countries in terms of circulation in 1990s. The dramatic growth of Korean publishing industry is often compared with miracle of the Korean economy.

Periodical Industry

The Korean publishing industry has enjoyed a considerable success in increasing variety and improving quality of the periodicals since the Korean students studying in Japan had launched *The Friendly Society* in 1886, leading opinion and life of the people.

The characteristics of periodicals have gone through changes together with the Korean society. In the very early days, the most of magazines were published for enlightening the society before the Liberation of Korea in 1945. After the Liberation, literary magazines emerged and in 1960 and 70s, magazines dealing with literature, humanity, current affairs led the industry. Recently, computer, amusement, game and fashion magazines are the majority in the market.

The fact that only 2,000 periodicals are published in a year while 10,000 magazines are registered shows that many companies are facing difficulties today. Many publishers cannot meet deadline, and considerable number of magazines are switching from monthly to quarterly or even annual publication.

Keen competitions among publishers is also a problem. For instance, some companies provide gifts which are sometimes even more expensive than the magazines. Above all, the biggest problem that the Korean magazine industry currently facing is that literary, humanity, and specialty magazines are inferior in strength in the market. Due to the rapid progress of the internet, internet magazines are expected to have influence on the size of the market.

Periodicals for Children

As Koreans are famous for their passion for education, the periodical business for children is expected to enjoy success. But only few companies publish periodicals for children and their presence in the market is minimal compared to the other types of periodicals such as computer, game and fashion magazines. Furthermore, most of the periodicals mainly feature the role of parents for educating their children.

As long as there is passion for education in Korea, there are "the Haksupji" (study magazines) in the Korean market. Many children in Korea subscribe one or two Haksupji. The Haksupji industry has been experiencing rapid growth since early 1980 as a result of passion for education. Haksupji for children are usually published weekly, and designed to learn how to spell and basic arithmetic at home for primary school students. Haksupji for elementary, junior and high school student are different from that for primary school students. Haksupji for elementary, junior and high school students are to supplement students' class work and to play the role of private tutors to answer any questions students may have. Besides the Haksupji for children and amusement magazines for youth, there are only few magazines for children in Korea. While the Haksupji are so successful as the best materials to prepare class work and college entrance exams, "true" magazines/periodicals for children has made no progress in the market.

Periodicals Published by Jihak Publishing Company

In order to meet the needs of children for different types of periodicals, Jihak Publishing Company introduced the monthly *Tokseopyuongsol* for high school students in April 1991. The monthly *Tokseopyungsol* for junior high school students and The monthly *Myongsasol* were introduced in January and April 1994 respectively. These magazines are subscribed by approximately 100,000 readers including adults. The magazines were so widely accepted by children that it shrank the market.

The monthly *Tokseopyungsol* which has a unique feature to enlighten children's spirit has two basic types according to the readers' age. The magazine includes students' study guide, fine piece of literature, cultivation, and useful information of school days. *The Myungsasol* is designed for preparing for writing exam which is a partial requirement for college entrance. The editorial staff select good articles very carefully and give a direction and idea to the readers to understand an article easily.

Conclusion

As stated above, there is lack of "true" periodical market while Haksupji are quite successful due to Korean parents' passion for education. As a result, it is not easy for students to find a spare time to read magazines. To market and activate periodicals for children in Korea, reforming the education system should be reconsidered.

Figures

1) Periodicals for children (as of 1997)
   - Number of titles published
     magazines:98, newspapers:24, others:13
   - No. of children's periodical publishers
     governmental:13, private:72
2) General magazine publishing (as of 1997)
   - Total number of magazines: 1,209
   - Number of publishers: 800

SRI LANKA

Mr. Rajendra Kulasinghe
Assistant Editor of *Vidusara*
Upali Newspaper Ltd.

Weekly Newspapers for Children

There are about 20 newspapers for children in our country. A special feature among the majority of these newspapers is that these are contributed in such a manner as to provide assistance to studies inside the classroom.

There is very little demand in Sri Lanka for the newspapers that feed the child's likes and dislikes pertaining to the inherent qualities of the child. This has been a result of the existing competitive education system. It has become the wish of every parent to see his child excelling at the examinations. Thus the parents seem to fear to introduce the child to any activities that may deter him from the classroom syllabus, through the weekly newspapers.

The above mentioned newspapers meet the educational needs of children from the lower kindergarten to the advanced level grade. Five of the 20 newspapers published for the child who attends the nursery, while nine newspapers are for children between the ages of 5 and 11. Four of the newspapers are for children between the ages of 12 and 16. However there are no newspapers available to contribute towards the students between the ages of 16 to 18. Only two of the newspapers cover the age limits between 10 and 18.

These newspapers are published by twelve publishing houses or private individuals. In this category there is one particular institution which publishes five types of newspapers for children.

There are only 2 or 3 permanent staff members working with most of the editorial boards. Almost all the writers contribute to the newspapers while being employed elsewhere. Because of employing a few permanent staff members in the boards of editorials it has contributed to reduce the expenditure.

Computer technology is used either completely or partly in the process of page making for children's newspapers in Sri Lanka. The newspapers are published either in tabloid or A4 size paper. All newspapers for small children are published in A4 side paper. It is also the practice of most of these newspapers to offer a supplement of a sticker, colorful picture or a colorful cover.

The circulation of these newspapers are between the range of 10,000 and 60,000. The price is between Rs. 8 and 12 (US$ 0.13 - 0.20). Distribution is carried out mainly through sales agents. The agents staying around the publishing houses collect the papers from the office while outstation copies are delivered either through private or public means of transport.

Children's Books

Book publishers claim that there is a very high demand for children's books in Sri Lanka. According to their experience they have a high regard that children's books carry a wide demand as high as that for novels.

Generally the price of a children's book would be in the range of Rs. 25 to 100 (US$ 0.43 - 1.72). The amount of pages would be less than 48. Due to the high costs of printing the publishing of colourful books have become minimized in our country.

There are some publishers in Sri Lanka who could bear the painting costs of books as a means of providing a relief to the writers. Still in such a situation the writer would only be entitled to 10 percent of the income. However the critics have no faith on the contents of children's books although they have good sales. Many of these critics claim that the books contain only an attractive exterior and not a quality interior.

Problems

Parents' pressure on the children is to read newspapers which have an educational value. Therefore they (children) don't get a chance in reading newspapers according to their choice. This has also led to a decrease of interest in the writer towards writing children's articles to attract them.

According to the current educational system, children do not get the ability to produce good literary works, and thereby when they become adults too they will not be able to produce any good creations. Meanwhile, most of this children have been taken away from reading by the television channels too.

There is no proper recognition for children's books authors and article writers. The salaries paid to them, the subsidies provided for painting, further training are also not satisfactory.

Needs

A human being can only once in his entire life to enjoy the wonders of childhood. The child has however, lost that one chance of enjoying his childhood to the fullest within the existing social structure.

A child needs education. But these are a number of other aspects which need to form and cultivate him besides education. They are for example; the ability to appreciate works of literature and art, the building of self respect and self confidence, the understanding of the need for peaceful co-existence with his neighbour and generosity. However the majority of children's publications in the country do not provide towards these needs. And publications too with the knowledge of such a situation seem to be avoiding publications containing such material.

It is indeed a timely need to look into means of changing the scenario. It will be necessary to make a change in the parents attitudes as well.

Figures

1) Periodicals for children (as of 1997)
   - Number of titles published newspapers:20
   - No. of children's periodical publishers private:12
2) General magazine publishing (as of 1997)
   - Total number of magazines: 30
   - Number of publishers: 30

THAILAND

Ms. Pranee Prabripoo
Educational Officer
Book Development Centre

Most Thai people have no habit of reading except those who are well educated because the majority of the people cannot afford to buy books and other reading materials. The children in cities may be able to read magazines at school libraries, but those in remote areas have little chance. Most of the materials they read are textbooks or comic cartoons donated or given away from city.

As periodicals are ephemeral material by their nature, they need a certain number of readers. Publishing periodicals can not be carried out well without support from other business in Thailand. Most periodicals are published by big publishing companies such as Nanmee Books, Matichon News, Nation News.

The oldest magazine is *Baby*, a comic magazine. *Go Genius* is a monthly magazine which won the first prize from the office of Prime Minister during 1994-1995 includes mathematics, science, English and Thai language, stories, game, health, nature on earth. *Swan Dok* (Children's Gardens), a bi-weekly magazine, won the first prize twice from Ministry of Education and includes stories, game, culture and puzzle.

The Book Development Centre develops books for children and the general public, in order to promote reading habits and knowledge. The Centre is also responsible for the production of Thai Institute's periodicals. This publication has been distributed to schools over the country and used by both teachers and students.

There are the following needs to develop publishing periodicals for children;

- To improve quality to be more attractive and readable.
- To promote the production of the magazines for young readers.
- To promote reading habits among Thai children.
- To gain knowledge, techniques and experience in magazine production.

Figures

1) Periodicals for children (as of 1997)
   - Number of titles published magazines:7, newspapers: 3
   - No. of children's periodical publishers private:4

VIETNAM

Mr. Pham Cong Luan
Assistant Manager
Representative Office in Ho Chi Minh City
Thieu Nien Tien Phong Newspaper

In Vietnam, all kinds of books and periodicals for children are published by the governmental editorial office and the State Publishing House. In the past, despite the difficult economic situation in the wartime and the post-war years children's books and newspapers were always given priority to be published with quality paper and at very low price.

Nowadays, children's books and newspapers are more plentiful and more beautifully printed with appropriate prices. They are distributed more widely, not only through governmental routes but also through private distributors, so that they reach children everywhere in the country: schools, home, cities, remote islands and even mountainous areas.

Children's periodicals in Vietnam are divided into 3 kinds according to the targeted children's age: Children (from 5 to 8 years old); Adolescent (from 9 to 14 years old); Youth before mature age (from 15 to 18 years old). There are 3 editorial offices publishing children periodicals in Vietnam including 2 State ones covering the whole country and a local one.

Magazines Published by the State for Children Nationwide

1) Thieu Nien Tien Phong & Hoa Hoc Tro editorial office
   This organization belongs directly to Central Ho Chi Minh Youth Communist Group and publishes

the following publications for children:

- ***The Thieu Nien Tien Phong Magazine*** (Young Pioneers)
  For 9-14 years old, 20 pages, 4 colors, circulation: 150,000 copies, first published in June 1954.

The magazine is published twice a week. The Tuesday issue is education-oriented while the Friday issue is entertainment-oriented. Major articles include introduction of children who are good in specific fields, movements of the Young Pioneer Detachment's activities, science, hygiene and health, and so on. There are also columns for children to reflect on their lives by means of literature.

Many competitions are annually organized by the magazine in various fields such as health studies, protecting environment, children's rights and letter writing. It also organizes the national sport competition called "The Prize of the Young Pioneer Magazine" as well as some competitions in a large scale with participation of a lot of children. Some of the competitions organized in the past include "Return to historic Dien Bien Phu" in 1994 with participation of more than 1.5 million children and "We make a study of Laws" in 1996 with nearly 3 million children.

The magazine encourages and trains gifted children in the fields of art and literature, undertaking The Young Vietnamese Talent Fund's programs. Out of the circulation of 150,000 copies, the government buys 50,000 copies to offer the children in ethnic regions or rural villages and islands.

- ***Hoa Hoc Tro Magazine*** (The Flowers of School-life)
  For 15 to 18 years old, started publication on 1st October 1991 as the first national magazine for this age group, 36 pages, circulation: 70,000 copies

This magazine was warmly received by 45,000 students soon after its publication. It encourages students' participation and 70% of articles is made with contribution of readers. It has a Pen Club with 100 members who are talented in writing.

Some major columns include:

- Weekly talk: set a central problem of the week. Report about adolescent's life at home, at school, and in society.
- New writings: poems and short stories.
- Face of the week: youth who has brilliant achievements.
- Broaden horizon: daily scientific problems and current events.
- Other columns deal with sports, fashion, beauty, medicine and funny columns.
  Particularly, "Thuong Tholmg Sister" who answers reader's questions sincerely, and "Chanh Van Brother" who gives humorous and skillful answers to the questions are highly admired by the adolescents.

- Thieu nhi dan toc (Ethnic Adolescent)
  For 7 to 17 years old, published monthly for children who live in remote villages and islands and minority-populated regions, circulation: 100000 copies, content: poems, stories and tales about traditions and customs of the minority-populated peoples.

The magazine encourages preservation of the original culture of each people, criticizes backward bad habits and propagandizes civilized life-style. It creates friendly understanding between the peoples. The government buys 100% of the copies to offer the ethnic children.

2) Nhi Dong Magazine editorial office
This editorial office directly belongs to the Central Ho Chi Minh Youth Communist Group.

- ***Nhi Dong Magazine*** (Children)
  For 6-8 years old, content: besides comics and tales, there are short articles about children's learning activities in school, exercise and recreation columns.

Local Magazines

1) Muc Tim Magazine editorial office
The editorial office directly belongs to Ho Chi Minh City Youth Communist Group.

- *Khan Quang Do Magazine*
  For 10-14 years old, published weekly, circulation: about 18,000 copies

Content and major columns are similar to the Young Pioneer Magazine, but most of the news is about children's life in HCM city.

- *Muc Tim Magazine*
  For 15-18 years old , published weekly, circulation:

about 6000 copies.

Content and major columns are similar to the *Flowers of School Life* but they are mainly about pupils' activities in HCM city.

2) *Nhi Dong Magazine*
For 5-8 years old, circulation: 40,000 copies, major in comics and funny columns.

Problems and Needs

Distribution

Distribution of children's periodicals is mainly through the Central Press Publishing Company which directly belongs to the General Directorate of Post and Telecommunications, and private agents who distribute to newsstands of the regions.

The Central Press Publishing Company uses many means of transportation to send magazines and newspapers everywhere, even to remote regions, high lands and islands. Though the system has contributed to distribution of children's publications during the past decades, it also has some disadvantages as follows;

- Children in rural villages can read magazines at their school libraries only if they are still going to school.
- Due to their duty of handling many kinds of publications and ineffective organization, the system cannot respond to the children's needs.
- While the magazines are soon delivered to cities, distribution to villages usually takes several days. Distribution through private agents who handle smaller number of magazines is faster than the postal system, though they focus on publications for adults with larger amount of customers and higher commission.
- Readers in different regions have different habits. The readers in the Northern region usually subscribe magazines at post offices for a long-term while the Southern readers like to buy at retail newsstands.

Therefore, the editorial offices and the press publishing organizations must work more creatively in distributing magazines. We send magazines to schools so that pupils can buy them at break time. However this kind of distribution cannot work in summer holidays.

Content and Form Improvement

- Choosing the appropriate words for children's magazines is a complex problem. The magazines must touch upon diverse questions of children's life skillfully and appropriately so that the children's life-awareness does not become one-sided and distored.
- The writing style must be fresh, standardized and rich in images. However, it is necessary for the writers to have writing skill and teaching ability, and especially, love towards children to do this difficult work.
- It is not easy to teach children spiritual values such as patriotism and national tradition preservation in magazines when children nowadays are influenced by practical life-style of the market economy.
- Periodicals and books for children in Vietnam are not beautiful enough. The number of colored pages is small, and the presentation is not attractive and backward. The reason is that the level of professional skill is rather low and we lack of foreign techniques. The printing equipment is old and backward, too. However, as the Vietnamese living standard is rather low, if we improve the form, the price will rise and children will not be able to afford to buy. In general, the contents and forms of the magazines should be improved more and more, but it is very difficult to achieve this in a short time.
- On the other hand, children's books and magazines are facing fierce competition with video films and foreign picture books, which are published weekly with a circulation more than 100,000 copies and are very attractive to children. These competitors also affects the children's reading skills very much.
- The team of reporters for children's periodicals should also be considered. They must be people who really love children and have interest in children's education. Sometimes editors of children's magazines must accept the lower income than when working for adult magazines with high profit from advertisement.

Figures

1) Periodicals for children (as of 1997)
  - Number of titles published magazines:8
  - No. of children's periodical publishers total: 4 (governmental:4)

2) General magazine publishing (as of 1997)
  - Total number of magazines: 8
  - Number of publishers: 4

FIJI

Ms. Tuipulotu Vugakoto
Senior Education Officer, Curriculum
Development Unit, Ministry of Education

Locating publishing houses in Fiji is not a problem for there are quite a good number of them around. These are those that are individually owned, those that are owned by private organizations ant there are those that are owned by the government. Each of these publishers perform their functions in their own different ways but not many of them have ventured into producing high quality magazines or periodicals that would help to promote reading for children in the country. However, this does not necessarily mean that children in Fiji are not exposed to magazines and periodicals. Magazines and periodicals as well as other reading materials are found in abundance in our local bookshops but, most of these are imported materials which most children in Fiji may not be able to identify themselves with. It is our hope however, that sometime in the very near future that people will realize the need to venture into this very important project especially if they care about the children who are Fiji's future.

Presently, the Ministry of Education with its limited budget is doing its best to promote "love" for reading amongst the school aged children through its "Book Based" literacy programme. This programme has had some impact on the children's attitude towards reading-and because of this the production of more reading materials for this programme has been the top priority of the Ministry of Education in this past two years. Also, through the Language Department in schools, the Ministry has been supporting and encouraging the production of school based magazines. This involves the formation of magazine committee in different schools. these committees may have a composition of teachers, students, and parents. The committees hold meetings and make plans on what to include in their production.

They look for sponsors and do whatever else specially required for the production of their magazine and even organize their sales and distributions. These magazines are normally sold at prices that children can afford and children always look forward to taking one home at the end of the year. They love to exchange their magazines with their friends from other schools. This is in itself publishing in a very small scale and perhaps , with proper guidance and follow-up training for individuals that may want to take up publishing seriously, this can be a starting point for future publishers.

There has been tremendous awareness and promotions on the importance of reading through various activities of the Ministry. Several workers' workshops had been conducted to help teachers and writers to develop and improve their writing skills and ideas. A lot of story-writing and art competitions had been organized to promote creative work and help boost the production of books. But, producing quality magazines and periodicals will require expertise and therefore demands advanced training for any person who wishes to venture into it. Much would we love to produce what our children need in terms of magazines and periodicals but we find it impossible because of our limitations. Our "smallness" has placed us in a position to always seek for assistance from our "Bigger brothers and sisters" so right now Fiji badly needs training workshops to be conducted in Fiji to prepare people to be able to produce high quality magazines and periodicals that will attract children who have a very strong background of oral tradition who now have the access to such things as television and stereos.

TONGA

Dr. Lia Latu Maka
Acting Chief Education Officer
Curriculum Development and Publishing Unit
Ministry of Education,

Reading Promotion

In most secondary schools in Tonga, the focus on the preparation of students to be literate was, and is largely, still confined to the traditional 'skills' paradigm. Reference to reading in the Language aims of education is as 'knowledge' to do with vocabulary and oral proficiency, and as 'skills' for fluency. It also discriminates in that for some students only will there be "development of further skills in those aspects of English language necessary for higher education." (Tonga Ministry of Education, 1981, P.53). This 15 year old set of aims lacks specific reading guidelines and is aciomatic of the state of reading in Tongan classrooms for the past decades. Even if it is the reality that only a few can pursue higher education, the mere inclusion of the phrase is prohibitory and works to suggest that only a few can achieve high level skills of reading and higher education. The present revised syllabus however, provides a flexible framework that allows for a range of texts and meaning explorations and hits is quite conversant with the importance placed on English by the government and the general public as a whole. Current materials approaches that take into account, latest research finding on reading, reading programmes, and second language acquisition. Periodicals and media resources are popular features of the contents of those developments.

Despite all these recent developments, reading practice in general, as suggested earlier, is still confined acquiring textual knowledge, oriented towards traditional structural modes of accuracy and grammar, and aimed at acquiring an elitist, cultural legacy of values and protocols. This is largely attributed to ingrained habit gained over years of teaching audial/structural approaches, and from an examination system that still leans heavily on a skills paradigm kind of assessment, and on books considered as 'cultural classics'. It excludes the types of readings and texts that appeal to young students and which are the most accessible and highly influential as reading materials in Tonga - texts such as the bible comics/cartoons, romances, popular fiction, periodicals such as fashion magazines, local newspapers advertisements and media texts (video/TV texts). The inclusion of these texts as standard reading materials in schools provides more scope and range for critical analysis and as incentives for reading than is the present practice which focuses predominantly on prose.

There is not much variation among schools in the reading programmes that they adopt. Some schools, as a result of the initiatives of overseas teacher volunteers and committed teachers, use a Sustained or DEAR reading programme ranging from 10-30 minutes. Some incorporate reading into their library/English classes with book reviews as a sequel, whilst for the majority, reading is based on traditional multiple-choice/short answers comprehension tasks. Most of the reading programmes adopted by some schools however, are poorly planned, administered and submitted to negligence. Support facilities in terms of school libraries are poorly stocked and lack proper storage space for books and periodicals. Most of the stocked books and periodicals are obsolete and inaccessible in terms of interest and level.

General Supply and Availability of Periodicals and Books

There is a general shortage of reading materials for children in Tonga, and at present, there is no specific periodical for children. There are TEN periodicals published in the country. Of the ten, two are weekly general newspapers, tow are monthly church newspapers, two are weekly newsprint for farmers and legal readers; and two are glossy type magazines - one on general news and the other for travel and tourism. All these have a general readership target of age 10 and above. According to the publishers, one of the major issues for printing magazines is the lack of printing infrastructure (hardware and high tech software) and funding (e.g. advertising support) to promote the printing of magazines for children. The majority of the printeries in the Kingdom lack trained printers, illustrators and graphic artists, and computer operators. There is only one qualified person who services and repair the 5 printeries in the Kingdom. General magazines such as the *Times International, Pacific News magazines* and other regional newspapers are available via only one bookshop in the Kingdom but they are very costly. There are no specific overseas periodicals available in the bookstores for children. In the latest reading survey (Maka, 1997), there are only 3 operating bookshops in the Kingdom and all are in the mainland Tongatapu. Two of those bookshops function more as stationary suppliers than as book stockists. Reading materials that are sold are inadequate, expensive and inappropriate for the varied reading needs of Tongan children.

There is only one public library in the mainland but is often inaccessible to the public as there is no regular librarian to keep it open. Of the outer islands, only one has a library but lacks funds for books purchase and has no permanent, qualified librarian.

Publishers and Printing Facilities

There are about 5 printing presses in the Kingdom. Of the five, only one is specifically involved with printing reading materials for children - the Ministry of Education's publishing Unit which act both as publisher (for Tonga Ministry of Education) and printer. The Unit is involved at the moment with a project of publishing reading materials in the vernacular and English for ages 5 - 16 using both books and school .journal format. One of the major constraints for the operation of the unit is the lack of qualified graphic artists/illustrators, printer (it only has one operating offset printer) and other support printing equipment and consumables to produce high quality, attractive reading materials for children. The staff at the Curriculum Unit have amassed an amazing quantity of local stories/poems/ plays for children, some of which are of a quality for worldwide translation in terms of storyline, appeal and language. However, the main problem is limited trained staff and technical support such as desktop facilities and computer software to make such stories appealing to readers. Moreover, the unit has no trained personnel in editorial work to edit materials. The Unit has secured some high-powered Macintosh machines with some software applications which can be used to design and layout books (e.g. Aldus PageMaker 4.2, Aldus PageMaker 5, Adobe Photoshop, Aldus Freehand and Intelli-draw).

Of the 7 publishers in the Kingdom, 4 produce a monthly newspaper of a specialized nature (religious) -mainly to do with information dissemination of their respective denominations. Of the rest, 2 produce weekly general news while one produces the only quality news magazine in the kingdom which is now a quarterly issue accompanied by a travel supplement.

As contextualised earlier, there is a general lack of reading materials per se for Tongan children, and in terms of periodicals, there is no specific one. All existing periodicals have a general readership but they are more biased to the reading interests of adults than for children.

According to the survey earlier referred to, there is a need for more reading materials in the vernacular, and in terms of age groups, specific needs were identified: (1) for junior and high school students (ages 11 - 19)

- magazines (16.6%) came in priority for the type of reading materials they would like to be in their school library, followed by adventure stories (9.9%), cartoons/comics (8.8%) and current reference materials (6%) among others.
- the most popular suggestion to publishers/writers to make a book more interesting to read is to: make it short, interesting and simple (23%), add pictures (21.4%), make it funny (13.5%) as well as make it imaginative and creative (11.9%).

Of their favourite reading materials, magazines to do with music, sports, movies come first in the list (17.3%), followed by biblical stories (10.5%), fairy tales, folklore and legends (9%) 'and crime/ mystery/horror (9%) and subsequently comics/ cartoons (6.8%). In terms of what usual), discourages them to read, boring content is top in the list (18.9%), followed by difficult language (18%) and mockery from friends/classmates (11.5%). Likewise for the query for those who think that they are not good readers, their main reasons are the difficulty of the language (30.4%), followed by lack of access to books and poor reading habit (14.3%), and inability to stay on a book for long (12.5%), with the latter presumably due to boring content.

In general, magazines, newspapers, comics and cartoons are the most popular reading materials that emerge as the type of readings for children under this age group.

(2) for Primary school children (ages 5-12), reading materials with pictures/illustrations are found to be the most readable across the age bands (5-12 yrs), with a preference for hard cover books and stories that have a global content.

Steps Taken by the Curriculum Development and Publishing Unit of the Tonga Ministry of Education (TMOE) Following the Report

The TMOE, following recommendations from the report has started a project aimed at publishing reading materials both in the vernacular and in English for primary and secondary school children. One phase of the project - which is involved with publishing already existing materials (reprinting and printing of new ones) is already underway. The second phase is involved with running writing competitions and plans are already in shape in the hope that a variety of reading materials will be collected for all walks of life. It is envisaged that at the end of the project (to year 2000), a variety of reading materials will be published.

Main Problems for Promoting Reading and the Publication of Periodicals for Children

- lack of serious commitment from government in terms of priority funding for the establishment, refurbishment and promotion of bookshops, libraries, printeries, publishing companies etc.

- poor distribution network
- limited printeries, existing ones are poorly furnished
- no ready access to printing consumables
- heavy duty/tax on printing equipment
- no/limited high tech software and desktop print facilities
- limited qualified printers, graphic artists, illustrators, computer operations, publishing staff, librarians
- no/limited qualified editors
- limited reading/writing promotions in schools and in the community
- no technical/training support for writers and illustrators

Main Questions for Tonga

1) How do we cultivate a ferocious hunger for books among Tongan children?

- What are the strategies by which we can...
  a. cater for existing reading needs of our target readership?
  b. create a hunger for reading?

2) If we start on periodicals (magazines for instance), what are the precautions we need to make in terms of editorial /publishing / printing procedures?
3) Are there overseas firms/companies/ organizations where we can secure low-cost paper and attendant printing consumables?
4) Are there overseas organization where we can secure cheap printing arrangement?
5) What affordable software application and other DTP facilities can we use to expedite as well as improve interest and print quality?
6) A moral dilemma - In terms of priority , do we give a child what she/he deserves or what she/he can afford?
   Universal access (as of by rights) vs. Affordability

Figures

1) Periodicals for children (as of 1997)
   - Number of titles published nil
2) General magazine publishing (as of 1997)
   - Total number of magazines: 5
   - Number of publishers: 4

Appendix

1. General Information

Organization

The 1997 Training Course on Production of Periodicals for Children - 30th Training Course on Book Production in Asia and the Pacific - will be organized by the Asia/Pacific Cultural Centre for UNESCO (ACCU) with assistance from UNESCO under APPREB (Asia-Pacific Cooperative Programme for Reading Promotion and Book Development) and with the cooperation of the Japanese National Commission for UNESCO, the Japan Book Publishers Association, Japan Magazine Publishers Association, the Japanese Board on Books for Young People and the Japan Foundation.

Time and Place

The course will take place from 1 (Wednesday) to 15 (Wednesday) October 1997 (for 15 days) at the Japan Publishers Building (6, Fukuromachi, Shinjuku-ku, Tokyo 162, Japan).

Background

While TV and other new media have captured the attention of children in recent years, improving their basic reading and writing skills by providing them with high quality reading matters has become a worldwide concern. Magazines and other kinds of periodicals for children in various formats and marketing styles are able to play a crucial role in promoting literacy and reading habits among children and in their intellectual development.

By focusing on how to produce high quality, attractive children's magazines and how to successfully manage and market them, the courses in 1997 and 1998 aim to identify possibilities and new strategies for the development of reading materials for children and the promotion of reading habits in Asia and the Pacific. In 1997, ACCU organizes a training course mainly dealing with practical knowledge and skills of producing periodicals for children, inviting participants from 22 Member States in Asia/Pacific.

Purposes

1) To highlight the roles and possibilities of publishing magazines and other kinds of periodicals for children in Asia and the Pacific.
2) To provide the participants with practical techniques and knowledge about production of magazines/periodicals for children.
3) To provide the participants with an opportunity to exchange information and experience on publishing children's magazines/periodicals in each country.

Course Programmes

1) Lecture and Discussion
- The roles and possibilities of periodicals for children
- Various types of periodicals
- Planning and research
- Editing of magazines/periodicals for children
- Designing of magazines/periodicals for children
- Others

2) Exchange of Information
- Present situation of publishing periodicals for children in respective countries
- Problems and needs in publishing them

3) Practical Session
- Production of magazines/periodicals for children

4) Observation visits to related companies/facilities

Participating Countries

Bangladesh, Bhutan, Cambodia*, China, India, Indonesia, Iran, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Republic of Korea, Sri Lanka, Thailand, Viet Nam, Fiji* and Tonga*.

(*The expenses for the participataion are to be provided by the Japan Foundation.)

Qualifications of Participants

1) They should presently and actually be engaged in editing magazines and other kinds of periodicals for children. Persons who are not presently engaged in editing periodicals for children, but plan to publish one, can also be accepted. But they should have at least 3 years of editing experience. Priority will be given to those who are presently engaged in editing periodicals for children.
2) They should be able to understand lectures given in English and participate in the discussions in English.
3) They should be between 25 and 45 years old and in good health
4) They should be willing and able to conduct practical follow-up activities after the training course in their own country.
5) They should not have participated in any annual training course in Tokyo organized by ACCU in

the past (1968-1995).

6) They must agree to observe the course schedule strictly and entirely. Those who cannot participate in all programmes in the course will not be accepted.

Application Procedure

1) The National Commissions for UNESCO desiring to send participants for this course are requested to recommend three candidates by submitting Application Forms duly filled in by each of the applicants. An Application Form should be accompanied by a sample copy of the periodical in which the applicant is engaged.
2) After examining Application Forms, ACCU, in consultation with the Training Course Committee, will select one participant. (One participant who attend the course at his/her own expense is also selected, if any.)
3) ACCU will inform the participants themselves of their acceptance, as well as the National Commissions for UNESCO concerned. The Guide for Participants will then be sent with the invitation letter for further action.

*It should be noted that all applications should be submitted through the National Commissions for UNESCO concerned. Neither direct application from individuals nor application through bodies other than the UNESCO National Commissions concerned are acceptable.

Assignments for Participants

The participants accepted by ACCU are requested to write reports on the following topics.

1) Practical data and report about publishing situation of periodicals for children. (Detailed conditions of the report will be given in the Guide for Participants.)
2) Problems and needs of publishing periodicals for children

Working Language

The working language of the course is English. Simultaneous interpretation between Japanese and English will be provided for lectures delivered in Japanese. An interpreter will accompany participants during the observation tours. All documents will be prepared in English.

Correspondence

All communication concerning the course should be addressed to:

The Director-General
Asia/Pacific Cultural Centre for UNESCO
6, Fukuromachi, Shinjuku-ku, Tokyo 162, Japan
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2. List of Participants

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3. Programme Schedule

1 October (Wed.)

10:20	Registration
11:00-13:30	Opening Ceremony & Welcome Party
14:00-17:00	Course Orientation

2 October (Thu.)

9:30-12:30	Introduction to the Course - "Children's Culture and Their Magazines" by Jiro Saito, Writer on Children's Culture
14:00-17:00	Presentation of the Participants' Reports (1) "Present Situation, Problems and Needs of Publishing Periodicals for Children in Asia and the Pacific"

3 October (Fri.)

10:00-12:00	Visit to Kodansha Ltd.(Publisher)
14:30-17:30	"How to Produce and Distribute High Quality Reading Materials for Children" by Mr. Tadashi Matsui, Advisor to Fukuinkan Shoten Publishers

4 October (Sat.)

9:30-12:30	Presentation of the Participants' Reports (2) "Present Situation, Problems and Needs of Publishing Periodicals for Children in Asia and the Pacific"
14:00-17:00	Presentation of the Participants' Reports (continued)

5 October (Sun.) Holiday

6 October (Mon.)

10:00 -12:30	Visit to Shogakukan Inc. (Publisher)
13:30-17:30	"Entertainment and Learning General Magazines for Children" by Editorial staff of Shogakukan Inc.

7 October (Tue.)

9:30-12:30	"Production of Science Educational Magazines and Supplementary Educational Kits"

	by Mr. Tadashi Tamura, Exeutive Director, Kagaku Editorial Dept., Gakken Co. Ltd.
14:00-17:00	"Children's Magazines-Steps to Develop Reading Skills" by Jacqueline Kergueno, International Editorial Manager, Bayard Presse International, France

8 October (Wed.)

9:30-12:30	"How to Produce Attractive Magazines for Children" by Jacqueline Kergueno, International Editorial Manager, Bayard Presse International, France
14:00-17:00	"The Roles and Needs of Newspapers for Children and Youth" by Mr. Masatoshi Onoda, Editor-in-Assistant, *Mainichi Shogakusei Shimbun*, the Mainichi Newspapers

9 October (Thu.)

9:30-12:30	Practical Workshop Sessions on Producing Periodicals for Children - Group works under the guidance of 1) Jacqueline Kergueno, International Editorial Manager, Bayard Presse International, and 2) Editorial staff of Shogakukan Inc.
14:00-17:00	Workshop Session (continued)

10 October (Fri.)

9:30-12:30	Workshop Session (continued)
14:00-17:00	Workshop Session (continued)

11 October (Sat.)

9:30-12:30	Presentation and Evaluation of the works

12 October (Sun.) Holiday

13 October (Mon.)

9:30-12:00	Discussion by the Participants on How to Publish High Quality Periodicals for Children
afternoon	Tour to Asakusa area

14 October (The.) Observation trip to Nikko

15 October (Wed.)

10:00-11:00	Final Discussion
11:15-11:45	Closing Ceremony
12:00-14:00	Farewell Party

4. List of Lecturers

Mr. Jiro Saito
Writer on Children

Born in 1939. After graduating from Hosei University, he was engaged in research on children's life and culture at Children Research Institute. Now he is a freelance writer specializing in children, and has written about 30 books including *The Era of Shonen Jump* and *What Tezuka Osame Wished.* He was an elementary school 4th grade pupil two years ago!

Address:
4-6-1 Higashimachi, Iruma-shi, Saitama 358, Japan
Phone & Fax: 81-429-621020

Mr. Tadashi Matsui
Advisor to Fukuinkan Shoten Publishers

Born in 1926. Mr. Matsui established the Fukuinkan Shoten Publishers with his father-in-law in 1951 and since then has been leading the company, as editorial director until 1968, as President from 1968 to 1985, and as Chairman from 1985 to 1997. He has been actively promoting reading among children by giving lectures at many colleges and conferences, and by contributing to national and international institutions and organizations including ACCU, Japanese Board on Books for Young People (JBBY) and International Children's Library.

Address (Fukuinkan Shoten):
6-6-3 Honkomagome, Bunkyo-ku, Tokyo 113, Japan
Phone: 81-3-39422151, Fax: 81-3-39421401

Ms. Jacqueline Kergueno
International Editorial Manager,
Bayard Presse International, France

Ms. Kergueno studied at University of Psychology and Literature in Paris and had special training in journalism and communication. Since

1974, she has been engaged in conceiving and publishing magazines for children and youth at Bayard Presse France and launched magazines in France as editorial manager from 86 to 92. As the international editorial manager, she also launched 34 magazines in 25 countries around the world, including titles published in 14 African countries. Ms. Kergueno has also been involved in International Board on Books for Young People (IBBY) activities since 1992.
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The Editorial Staff of Sshogakukan Inc.
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Mr. Shigeo Tanabe
Managing Editor

Mr. Michiaki Motohashi
Editor-in-Chief, *The Shogaku 3-nensei*
Sports Publishing Division

Mr. Toshiki Ishii
Senior Manager, Foreign Rights Division

Mr. Takashi Hirayama
Editor-in-Chief, *The Shogaku 1-nensei*

Mr. Masaki Tokuyama
Editor of *The Shogaku 2-nensei*

Mr. Kazuo Miura
Editor, *The Shogaku 1-nensei*

Mr. Masahiko Shioya
Editor, *The Shogaku 1-nensei*

The Speakers from Gakken Co. Ltd.
(Contact: Mr. Tamura)

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Mr. Masaharu Fuwa
Chief Editor, R&D for Educational Materials

Mr. Takeo Miyake
Editorial Manager of *Gonen no Kagaku* (Science for 5 graders) & *Rokunen no Kagaku* (Science for 6 graders)
Internet Project Leader

Mr. Masatoshi Onoda
Editor-in-Assistant, *Mainichi Shogakusei Shimbun*
The Mainichi Newspapers

Mr. Onoda joined the Mainichi Newspapers in 1981 and worked at local offices of the paper in several cities in Japan. Since 1996, he has been engaged in editing *Shogakusei Shimbun*, a paper for elementary school children. Co-wrote Children's *Life Appearing in Mainichi Shogakusei Shimbun.*
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5. List of Secretariat Members

Kazuo Suzuki	President
Tetsuo Misumi	Director-General
Muneharu Kusaba	Executive Director
Takao Tajima	Director, Book Development and Literacy Promotion Department
Misako Ohnuki	Head, Book Development Section
Hisako Motoyama	Senior Programme Specialist
Mariko Sasaki	Programme Specialist
Chiho Ohashi	Programme Specialist

Asia/Pacific Cultural Centre for UNESCO (ACCU)

Asia-Pacific Cooperative Programme for Reading
Promotion and Book Development (APPREB)
in cooperation with UNESCO

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Reference:
ASBD98/40/2-4 31 March 1998

Subject: "Expanding Possibilities of Periodicals for Children in Asia and the Pacific" - Report of the 1997 Training Course on Production of Periodicals for Children

Dear Sir/Madame,

First of all, I should like to thank you for your continued concern and support to the book development programmes of ACCU. I am pleased to send you herewith a copy of the above-mentioned report.

The 1997 Training Course aimed at highlighting the roles and possibilities of periodicals for children through sharing information and experience of production of various types of periodicals for children. I hope that this report of the course which includes lectures and the participants' reports would be useful as a reference material for better production and promotion of children's publications.

I should appreciate it very much if you would kindly send us your comments and suggestions on this report for future improvement. Also acknowledgment of receipt by the enclosed card would be appreciated.

With my best regards.

Yours sincerely,

Muneharu Kusaba
Executive Director